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USE TO SUCKER IN READERS! ZIGAZIG HA!**



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MAD

NOVEMBER 1997 NUMBER 363

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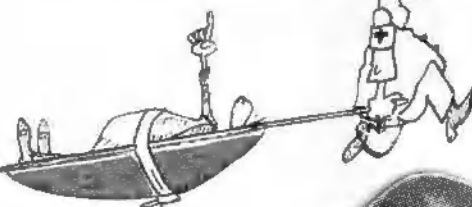
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"The problem with our economy is that our budget is supposed to be balanced by people who aren't!"

— Alfred E. Neuman



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The Dead-On Symptoms of a Dying Shopping Mall...38



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MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas" by Sergio Aragones...Various Places Around the Magazine

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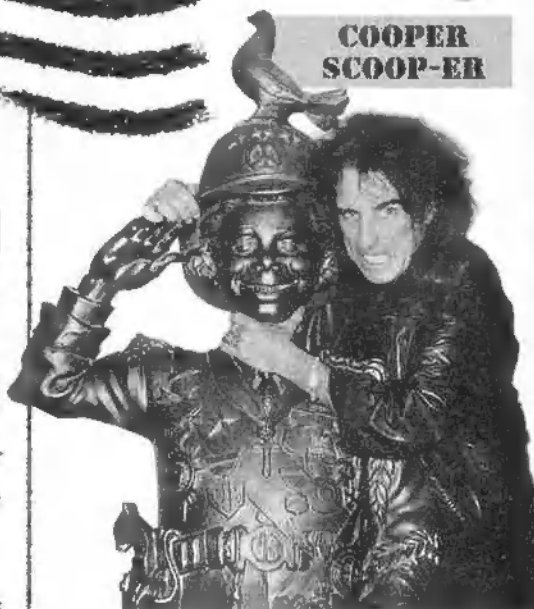
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MAD #364 ON SALE
NOVEMBER 18!

COOPER SCOOP-ER



The MAD office is usually filled with dweebs, geeks, hacks and fanboys! (And that's just the staff!) But frequently we'll walk out of our office and BAM! there's someone cool there! Such was the case the other day when who should be lurking around our hallowed halls but legendary rocker Alice Cooper! (No relation to mediocre MAD writer Russ Cooper!) We still don't know why he showed up and choked our Alfred statue, but we're certainly glad he did, given that the only other person to show up that day was equally mediocre MAD writer Butch "The Westchester Weasel" D'Ambrosio. Hello, slumberland! Fa fal

"CORN AIR"

In Issue #360 you had a satire of the movie *Con Air*. You had Nicolas Cage say that he has a five-year-old daughter and he is serving a ten-year prison sentence. Well, if you had even seen the movie you would know his daughter is six years old, not five, and Nicolas Cage's character, Cameron Poe, is serving a seven-year sentence, not ten. If you guys are going to make fun of a movie try watching it first!

Johnny Hornbeck II
Pontiac, IL

Becky — We had a full editorial conference regarding your letter. It was agreed (in a close vote) that perhaps the writer and/or artist and/or at least one editor should see the movie, or at least the longer version of the trailer, before publishing a satire on it. Thanks for the nifty suggestion, which we are implementing immediately in Issue #364! That issue will contain our classic spoof of the film *Contact* where Jodie Foster and Matthew Modine team up to shoot down a Death Star-like, Rubik's Cube-shaped spaceship at the urging of President Harrison Ford. Enjoy! —Ed.

MAD MUMBLINGS @aol.com

My celery stalks at night! — Duece1000...My hamster whispers my name when nobody is around. — Sean Blake...How does one become part of your gang? Do I have to go through a nosehair-trimming initiation ceremony, or just gut a squirrel? — Borden96...I am a stapler. Please refill me. — SuperDrago...How many warts could a warthog hog, if a warthog could hog warts? — PsychoK...The world is a carousel of walnuts! — Brak12...MAD IS LIFE!!!! — LordLou13

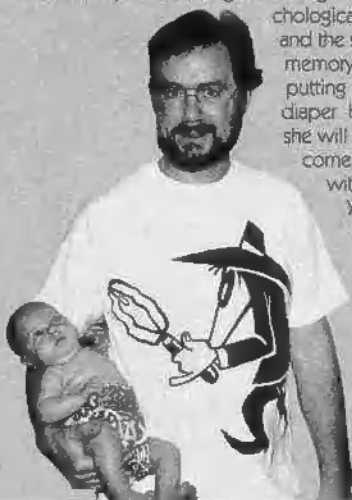
WHAT, ME WETTING?

Proud Papa and longtime MAD subscriber Tom Anderson of Birmingham, Alabama sends along these disturbing photos of himself and his beautiful new baby Siobhan Years from now, as Siobhan goes



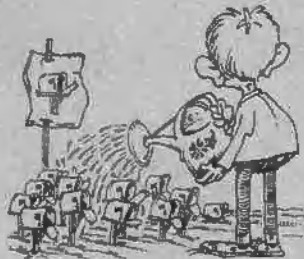
through intense psychological counseling and the suppressed memory of her dad putting her in a MAD diaper bursts forth, she will probably come after him with an axe!

You've been warned, Tom! Where are the child welfare officials of Birmingham when you need them? It's an absolute outrage!



ENVELOPE OF THE MONTH

Continuing our space-wasting tradition, here's this issue's envelope of the month, sent in by notorious diaper friend Tom Anderson of Birmingham, AL!



**BIG BAD MAD #5
ON SALE NOVEMBER 18!**

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**SEND ALFRED E-MAIL
VIA AMERICA ONLINE!
KEYWORD: MAD**

**VISIT THE MAD
WEB SITE!
<http://www.dc.comics.com/mad/>**

COVER STORY

You said MAD #359's four Batman covers would have a message when they were put together. I couldn't find the message.

Mari Tg
Spokane, WA

Mari — Couldn't find the message?
Well here's a message straight from the entire MAD staff just to you (to be read out loud in a high-pitched shrill)
SCHMUUCK!! —Ed.

GUFFAW-FAW-FAW!

I want to ask the editor a question about issue #359's letters page in which a fan's letter is being answered about something pertaining to Garfield. What in the name of hell does "guffawing" mean? You, once again, supplied a nonsensical word/phrase to screw up readers' thought processes! I would appreciate some sort of appropriate explanation.

Katie Polatsek
Jupiter, FL

Katie — See above message to Mari! —Ed.

DEAD LETTER

In your "Celebrity Cause-of-Death Betting Odds" feature, the odds of n:1 imply a probability of $1/(n+1)$, so Courtney Love's probability of dying is 1.083356282, Richard Simmons' is 0.842857168 and Kathie Lee Gifford's is 0.614718615. I thought everyone's probability of dying is 1.000000000. Do you know something I don't know?

J.S. Butler
Visiting Professor of Economics
Syracuse, NY

Do we know something you don't, Prof?
Yes! The odds of you being dead from the neck up: Even money! —Ed.

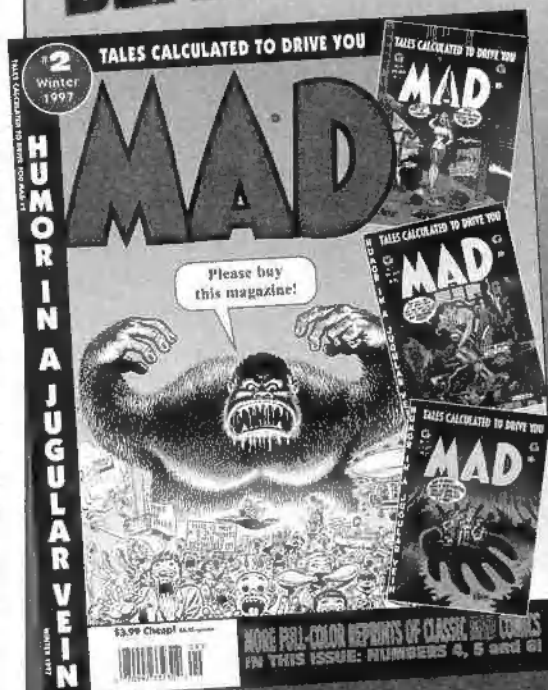
CONDOM-NATION

You sexist pigs have done it once again! In "Condom Buying for Dummies" (MAD #359) there was not one girl buying condoms. Now, I realize that guys have a bigger sex drive, but that's no excuse. Safe sex is a guy's and girl's responsibility. Hugs & kisses (and naughty little wishes)!

Melanie Johnston
Ontario, Canada

Mellie Mel — What? You can use condoms for safe sex? Wow! We always use them for water balloons and smuggling doritos into class (you know, like those drug mules)! Next thing you know you'll be telling us that you can use a diaphragm for something other than a frisbee! —Ed.

ANOTHER BLAST FROM THE PAST!



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OF FOLD-INS



FOREWORD BY
CHARLES M.
SCHULZ

WRITTEN
AND ILLUSTRATED
BY **Al Jaffee**



IDENTITY FOR TWO DEPT.

This summer, John Travolta and Nicolas Cage teamed up to star in the best action flick of the year! Of course, the competition was *Batman & Robin*, *Speed 2* and *Con Air*! (Need we say more?) Frankly, we're getting tired of Hollywood producers who think they can sucker us into the theater with another overblown, mega-violent, brainless explosion-fest! We wish those guys would just...

I'm Worn Arches, an FBI agent who heads a covert anti-terrorist unit! Our operation is so secret even the government doesn't know it exists! To protect our identities, our paychecks are blank! I'm going broke working here! I even have an unlisted Social Security number, so I can't retire! But I won't quit until I capture that psychopathic criminal, Casting Ploy! The only perk of working for this agency is that I can murder just about anybody — good guy, bad guy, and everything in between! James Bond may have a license to kill, but I have a license to kill, maim, slaughter, and slingblade — just as long as it's in my quest to capture my arch-rival!

That would be me, Casting Ploy! I'm responsible for countless terrorist bombings, numerous cold-blooded murders and altering the expiration dates on milk cartons! I'm also responsible for killing Worn Arches' son, but that was a mistake! I wanted to murder Worn Arches himself — turns out when you open fire into a crowd of innocent children riding a carousel, accidents can happen! Who knew? So now he's vowed to get revenge! I mean, what's the big deal? So I killed his son! He has another kid! What is he, some kind of pro-life fanatic?

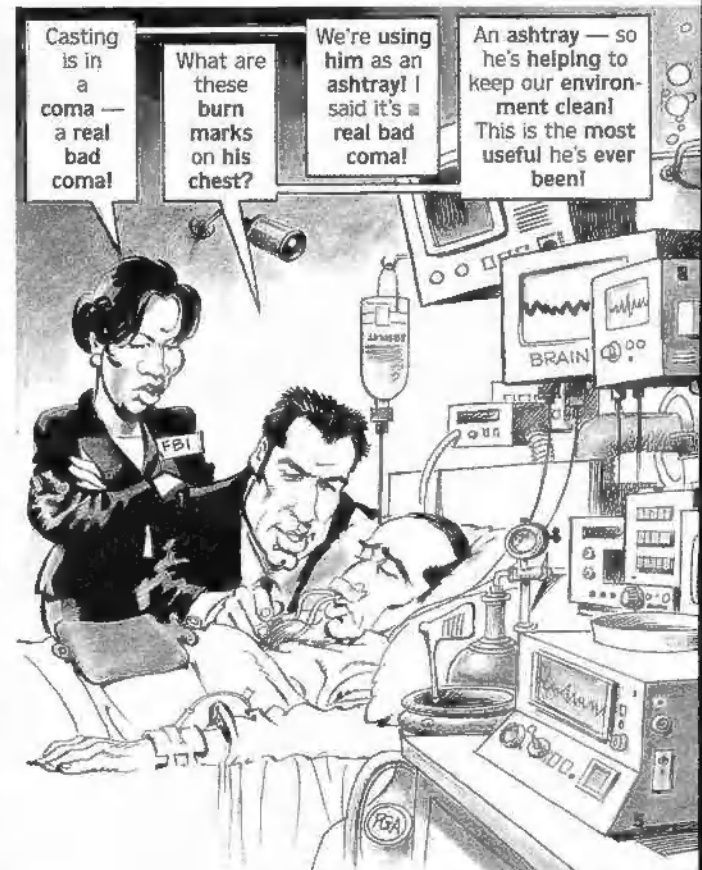
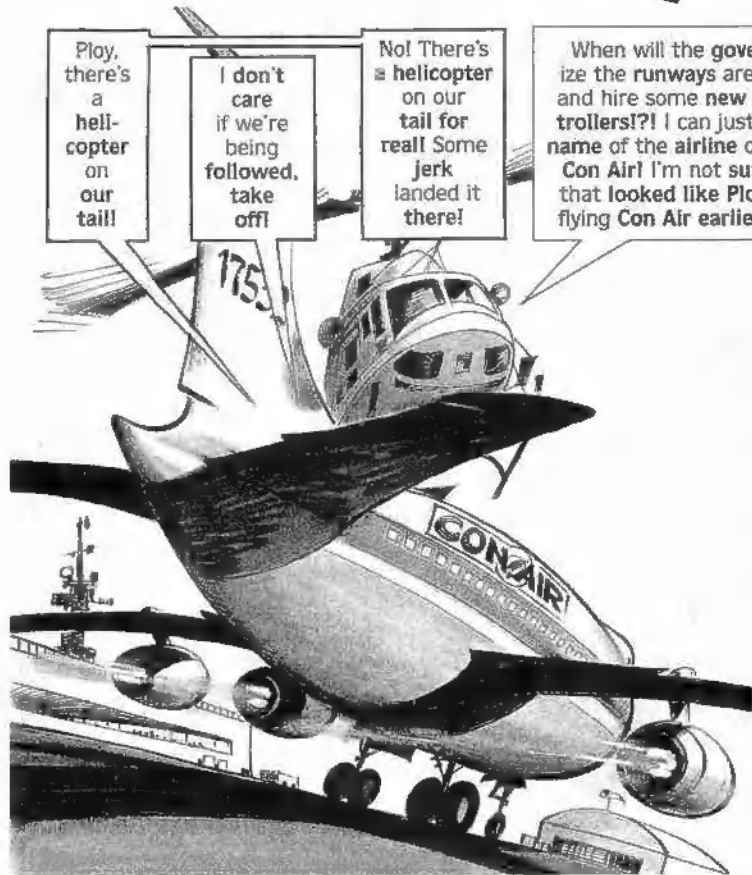


I'm Grief Arches, Worn Arches' neurosurgeon wife! Thank God for that! Considering his non-existent job and income to match, at least we have some money coming in! Up till now I've never been with another man, but as you'll soon see, that changes even though it doesn't change at all! Confused? Stick around! It gets a lot worse!

I'm Jammies Arches, the typically atypical daughter! Talk about uptight, my dad is so strict he wouldn't give me permission to get my tongue pierced, so I had my nose pierced instead! He still got mad! Then he turns around and gets his whole face changed! Parents are such hypocrites!

I'm Sucha Hustler! I'm Casting Ploy's gun-toting, over-sexed girlfriend! I'm also the mother of his illegitimate child, who I raise in the home of my ultra-violent, drug-dealing brother! And I'm the POSITIVE role model in this flick!

F*!@/OFF



With Casting in a coma, there's no way to find that bomb he planted before it goes off!

There is one possibility! His brother who designed the bomb is in jail! If we lock you up in there, he might tell you where the bomb is! He wouldn't talk to you, but if you weren't you, then that different you would have a real chance at finding out! You understand?

Which "you" are you talking to? You or you?



We can take your face and temporarily replace it with Ploy's!

Switching faces? What's the danger involved?

That audiences will laugh us right off the screen, but it's worth a shot!



Worn, you can't tell your wife about this operation!

That's bad news!

But there's good news, too! You can max out all of Ploy's credit cards and you'll never have to pay a penny of it!

Okay, let's start! I don't need any anesthesia! This dialogue is putting me out!



This is going to be a very delicate and bizarre operation! Above all, I don't want any laughing! Ready?

Let's begin. Laser shears... exacto knife... staple gun... double-sided masking tape... crazy glue... paper clips... one of those little springy things... no, make that two of those little springy things... styptic pencil... BIG styptic pencil!

Ready, doctor!



Oh, oh! We goofed! His walk is a dead give-away!

"Though you can tell by the way I prance and strut I'm a Fever man With disco butt! Have to try To hide my rage, Behind the bod And face of Cage!"



"Sung (painfully) to the tune of 'Stayin' Alive'"

Doc, I look exactly like Ploy, but I still sound like me!

Normally, I would plant a microchip on your larynx that would make you sound like Ploy! But this is a magazine, so what you sound like doesn't matter!

Worn, you have ten minutes to completely heal and then you're off to prison to get your "brother" to talk about where "you" planted the bomb! Don't drop the ball!

Or the soap! I've heard about those prison showers!





These are magnetic shoes!
The entire prison is one
big magnetic field! We'll
know exactly where you are
every minute! Any questions?

Do you have these in a loafer
style? Maybe in a narrower
width? Don't you think these
make my feet look big?

Here — you'll find some
helpful suggestions in
this *Martha Stewart
Guide to Prison Dress!*

My God!
She's got
a book
for every-
thing!

RULES
DO NOT
TRY TO
ESCAPE!
OBEY
THE
RULE!

MAX
KORNY
WASN'T
HERE

Damn! I really shaved too close this
morning! Took the skin completely off! If I
put after shave on now I'll go through the
roof! I found this in a jar! It must be face
cream, because there was a face in it!
Wait! This is Worn's face! Could it be
he has my face? Let me try his face on!
Perfect fit! Ah, the miracle of Velcro!

A funny thing happens when you put
on someone else's face! Without
explanation, you suddenly inherit
part of their brain! How else would
I know which FBI agents were in on
this "face switch" thing! And how
to get them here to kill them all!
Medicine can be mysterious at times!

You look
like my
brother,
but for
some reason
you don't
act like
my brother!

♪ *Stayin' Alive! Stayin' Alive!* ♪
What're you talking about,
bro? It's Saturday Night,
and I've got the fever! Bro,
you're good with wires, can't
we put flashing lights
under this prison floor?

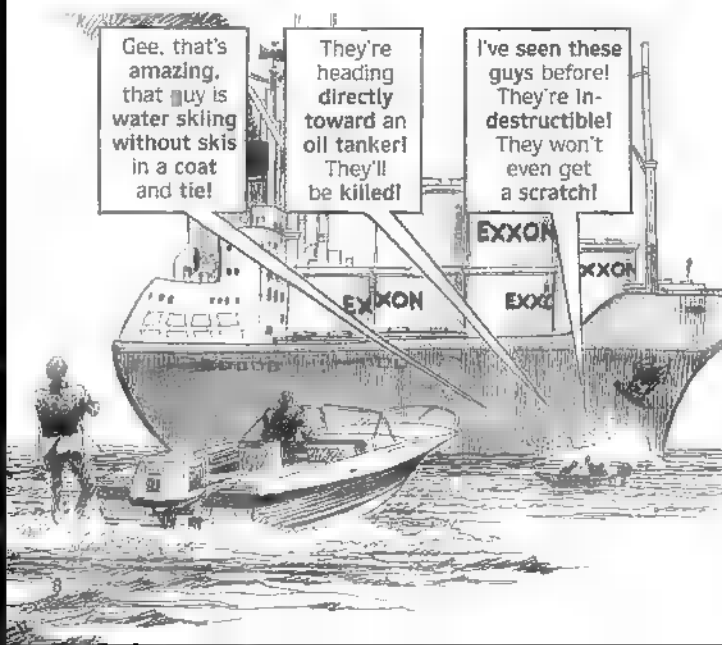
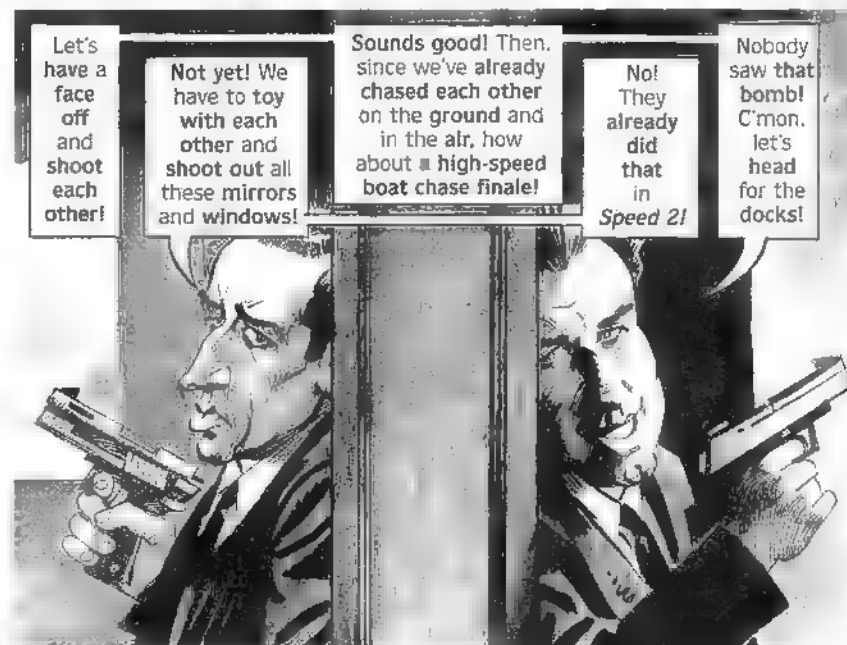
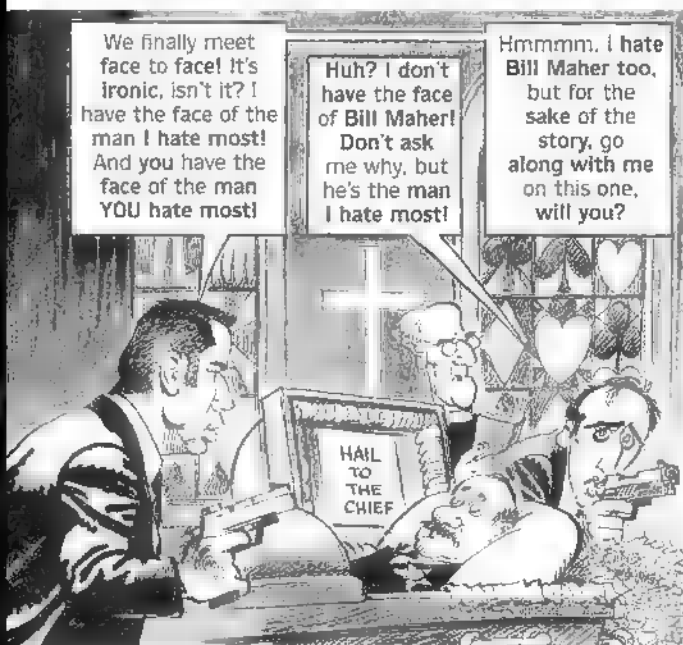
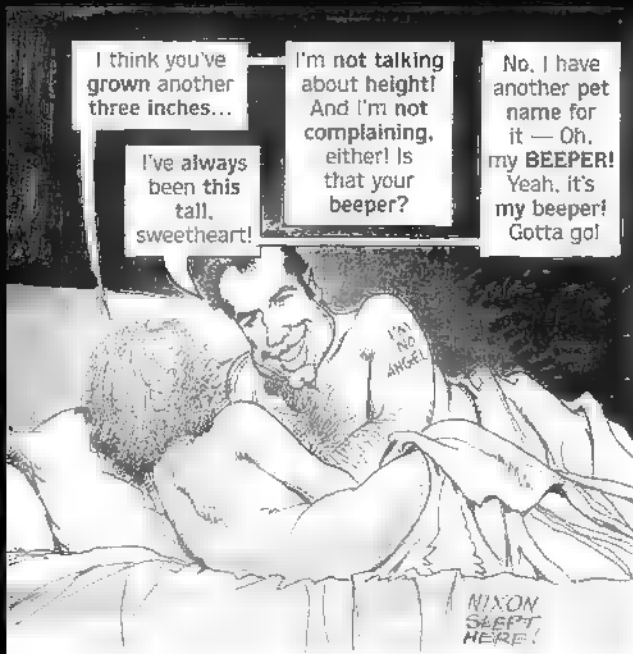
I think your mind
is gone! Good
thing that didn't
happen before you
planted the bomb
at the L.A. Con-
vention Center!

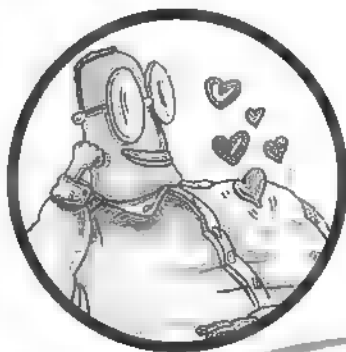
Bingo! I
got the
info I
needed
in about
30
seconds!

A lot of good that will
do you! Didn't you read
the last two panels?
Casting is on to your
face-switching gimmick!
You're stuck in
this prison forever!

You
think
so, huh?
Read
the
next
seven
panels!

THOMAS PLOW
187042971





THE SCHMUCKS STOP HERE DEPT.

As you might expect, our pals Melvin and Jenkins are two swinging guys who are quite popular with the opposite sex. Of course, as you might also expect, their ideas of romance differ slightly, as you'll see in...



Melvin & Jenkins'

GUIDE TO DATING

Jenkins

knows that women are turned on by intimate exchanges of feelings and gentle gestures of tenderness.



Melvin

considers "pull my finger" to be his best opening line.



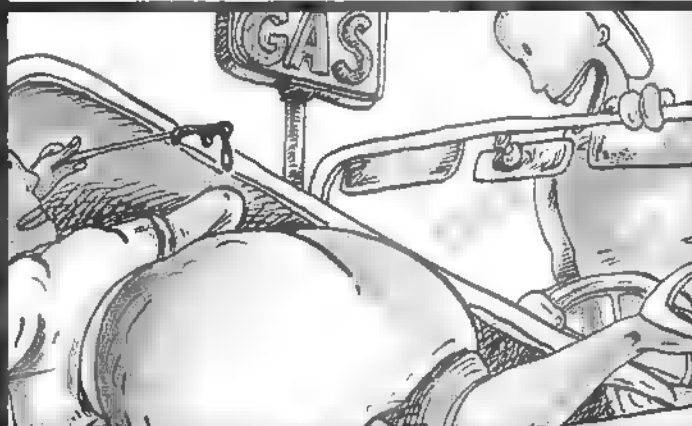
Jenkins

always remembers to open the car door for his date when she enters and exits the vehicle.



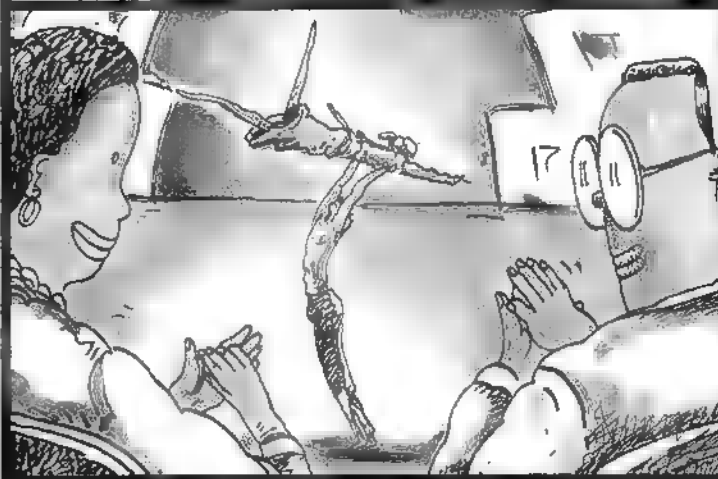
Melvin

always asks his date to check the oil and tire pressure when she's through working the pump.



Jenkins

takes his date to the ballet to celebrate the glory of the human form in motion.



Melvin

takes his date to nude female mud wrestling for the same reason.



Jenkins

always makes an effort to show his blind date a good time, even though she may not be his type. After all, she has feelings, too.



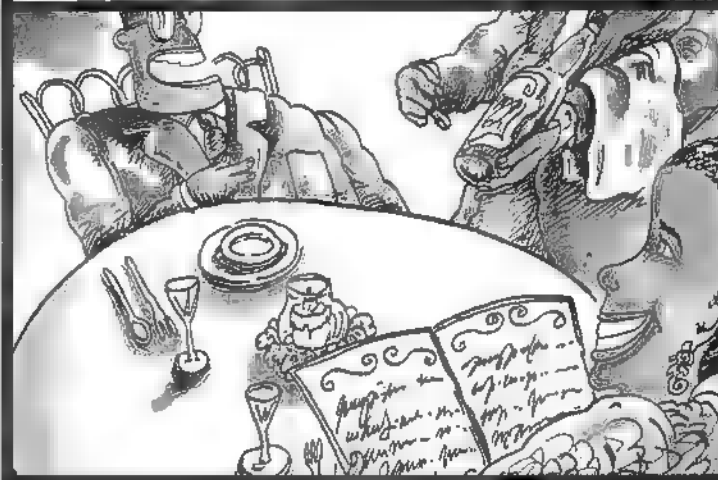
Melvin

knows that squeezing through a packed crowd at a concert is the best way to ditch a fat chick while cruising for a replacement.



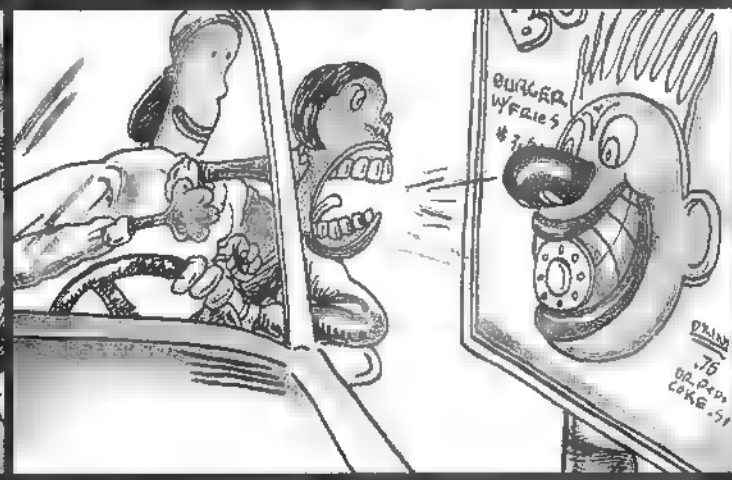
Jenkins

orders a succulent six-course meal, impressing his date with his command of the French language.



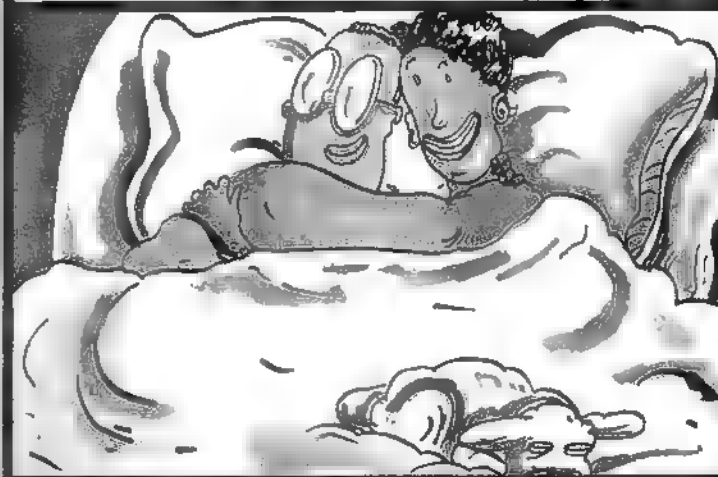
Melvin

lets his date yell into the clown.



Jenkins

makes it a point to spend a lot of time cuddling with his lover as a means of forming strong emotional bonds.



Melvin

waits until his lover is asleep before going through her purse and raiding her refrigerator.



Jenkins

always remembers his girlfriend's birthday with a thoughtful card, flowers and dinner at her favorite restaurant.



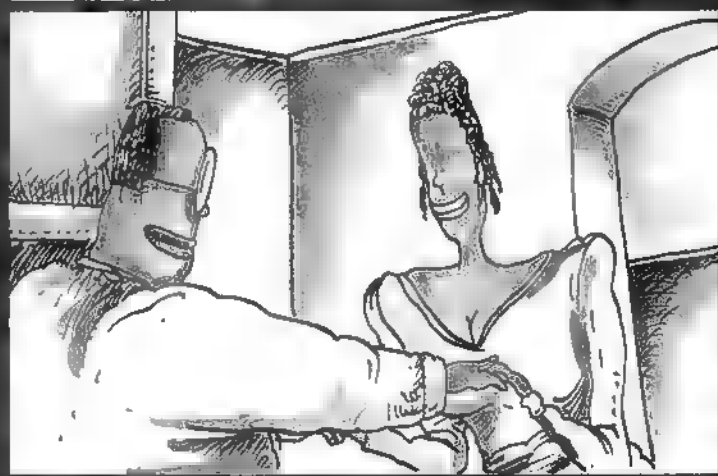
Melvin

gets his girlfriend a subscription to *Hustler* so he'll have something to read while she does his laundry.



Jenkins

always ends a relationship gently and with respect for the delicate feelings of his partner.



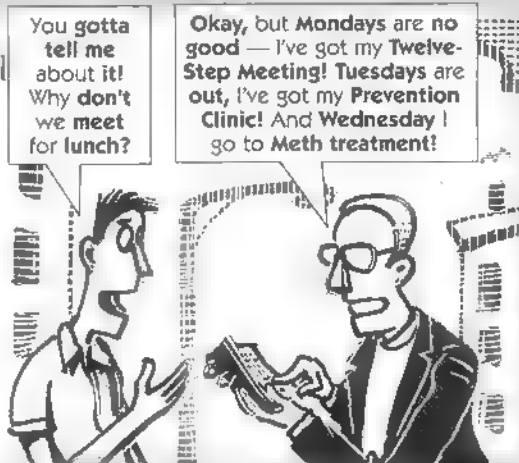
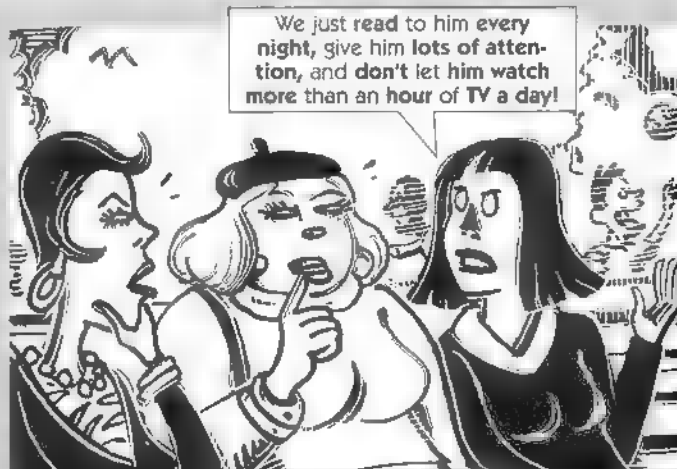
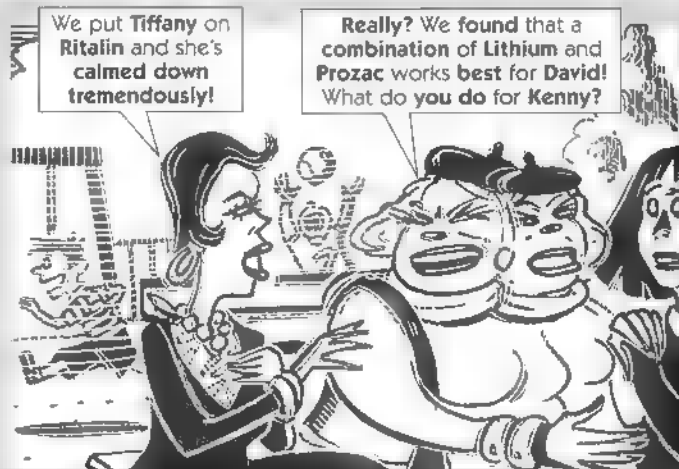
Melvin

keeps a revolving set of fake IDs to avoid paternity suits.





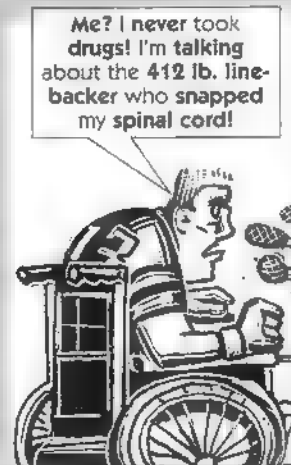
THE MAD WORLD

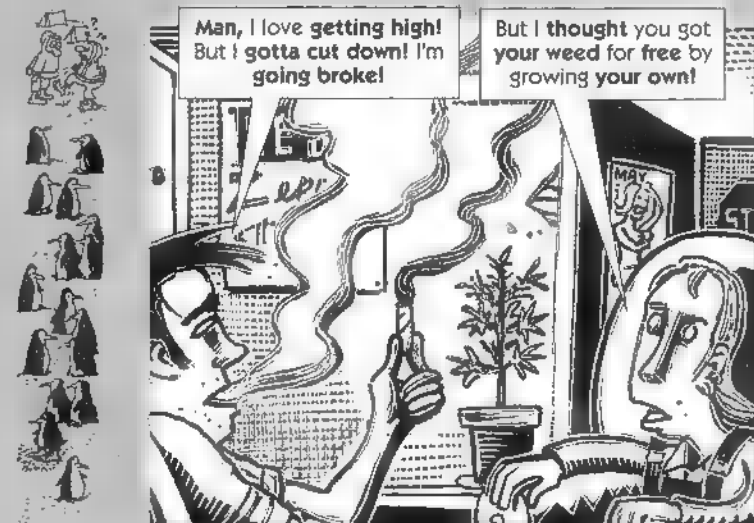


OF... DRUGS

ARTIST: PETER KUPER

WRITER: ANNA BECKER





An acronym is a word formed from the initial letters of other words, such as NATO (North Atlantic Treaty Organization), SCUBA (Self-Contained Underwater Breathing Apparatus) and FIAT (Fix It Again, Tony)! However, there are examples of acronyms that have somehow evaded everyone, so we now bring to your attention

PRODUCT ACRONYMS

YOU NEVER KNEW EXISTED



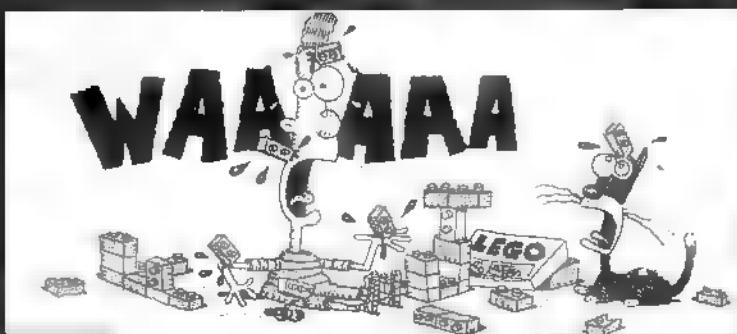
CAMEL Clever Advertising Makes Emphysema Lucrative



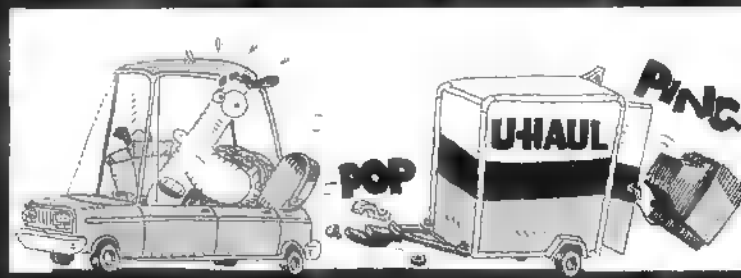
K-MART Keeping Middle America Really Tacky



STAR Supermarket Tabloid Attracting Retards



LEGO Lethally Edged Gouging Object



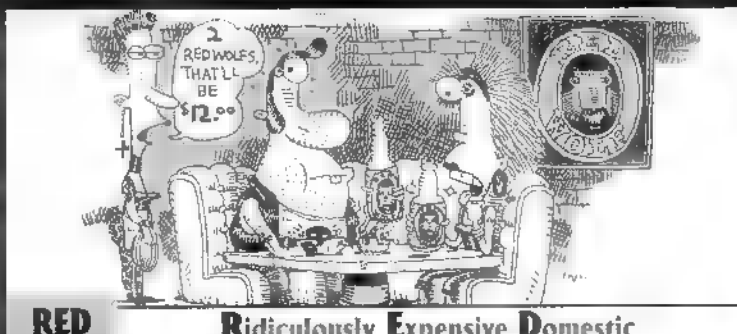
U-HAUL Unsafe Hitches And Unreliable Latches



VISA Victimizes Impulsive Shopping Addicts



LOTTO Lose Often To Terrible Odds



RED WOLF Ridiculously Expensive Domestic With Outrageously Lousy Flavor



Laws say there must be nine Supreme Court Justices, 40 men on a professional football team and 435 members of Congress, but there are no laws fixing the number of Spice Girls! Five was

JOB APPLICATION FORM



JOB APPLICATION FORM FOR THE NEXT SPICE GIRL

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

1. Every Spice Girl has a "Spice" nickname. If you were to become one, which of the following nicknames best describes you? (Choose one)

☐ Cellulite Spice ☐ Bulimic Spice ☐ Lice-ridden Spice
☐ Itch-fighting Spice ☐ Amway-selling Spice ☐ Amish Spice
☐ Comatose Spice ☐ She-mate Spice ☐ Other: _____

2. Every Spice Girl must have an annoying British accent. Which of the following best characterizes your accent?

- a. A high-pitched, nasal bray
 (Like Robin Leach after another all-night caviar binge)
 b. A guttural, vocal belch
 (Like Ozzy Osbourne lapsing back into consciousness)
 c. A whiny, lingual mush
 (Like Tracey Ullman as 45 of her 97 characters)
 d. An erudite, unintelligible stutter
 (Like an ecstatic Hugh Grant in the back seat of a rented BMW)

3. Spice Girls are constantly in the public eye. Which of the following is the *most appropriate* behavior for a Spice Girl?

- a. Expressing foolish, unreasoned political opinions
 b. Dumping the contents of an elaborately set dining table on the floor
 c. Pinching the buttocks of a member of the Royal Family
 d. Urinating on the floor of a 5-star hotel
 e. All of the above

4. What is a quick translation of the line "Zigzagig ha" in the song "Wannabe"?

- a. "Gee, you don't even need lyrics that make sense to have an international hit!"
 b. "When the album sales die down we'll take that standing offer from *Playboy*."
 c. "Thank God for music videos — if no one could see us our careers'd be in the toilet!"
 d. "Let's break — we'll think of something for that part of the song after lunch."

5. Besides the Spice Girls, which other prefabricated musical group do you see as your biggest musical influence?

- a. Menudo
 b. The Monkees
 c. New Kids On The Block
 d. New Edition

just ■ start, and like any successful business venture, they're looking to expand! Do you think you have what it takes to be ■ Spice Girl? There's ■ simple way to find out! By filling out the...

FOR THE NEXT SPICE GIRL

6. No, really, what do you think the song lyric "Zigzag ha" means?

- a. "Someone left the cake out in the rain"
- b. "If there's a bustle in your hedgerow, don't be alarmed now"
- c. "Mars ain't the kind of place to raise your kid — in fact it's cold as hell"
- d. "She's Lump, she's Lump, she's Lump, she's in my head"

7. Each Spice Girl must have a specific attribute.

If you were a Spice Girl, your attribute would be:

- a. To go everywhere with ■ bare midriff — even to funerals **SORRY, TAKEN**
- b. To do back flips repeatedly (applies to less attractive group members only) **SORRY, TAKEN**
- c. To model in the nude at the drop of a hat **SORRY, TAKEN**
- d. To grab one's private parts through mounds of baby fat **SORRY, TAKEN**
- e. To look really hot, but not sing or dance so well **SORRY, TAKEN**
- f. To answer reporters' questions with goofy, off-color nonsensical responses **SORRY, TAKEN**
- g. Other _____

8. One last try. You see, we're not sure what "Zigzag ha" means either and are looking for all the help we can get. You think it means:

- a. "Su su sudio"
- b. "Supercalifragilisticexpialidocius"
- c. "Mmm bop, ba duba dop"
- d. "Do be do be do"

9. Which is the best example of "Girl Power"?

- a. Picking one's nose in public
- b. Lying about your real age
- c. Dumping the original manager that brought the group together
- d. All of the above

10. A good title for the next Spice Girls movie would be:

- a. 2001: A Spice Odyssey
- b. A Hard Day's Spice
- c. Forrest Spice
- d. Batman & Spice Forever
- e. Other _____

11. On a separate piece of paper, please state in fifty words why you want to become ■ Spice Girl. Special attention will be given to your application if at least 35 of the 50 words are different.

Send your completed application to:

I Wannabe A Spice Girl
5 Thatcher Circle
London, England SE5 2LS

**GOOD LUCK,
WANKERS!**



MONROE & ...

Gym class. Where the smell of damp towels and moldy sneakers can stay with



Awright, you little jellyrolls! Today we're gonna try something different. You freshmen are gonna take on the seniors in a little basketball game. But first, some warm-ups!



Nothing like some spine-jarring, high-impact jumping jacks to wake them bodies up, I say!



Band practice! Ha! What a douche!

Whaddaya play, skin flute or male organ?

I...whu...skin who?



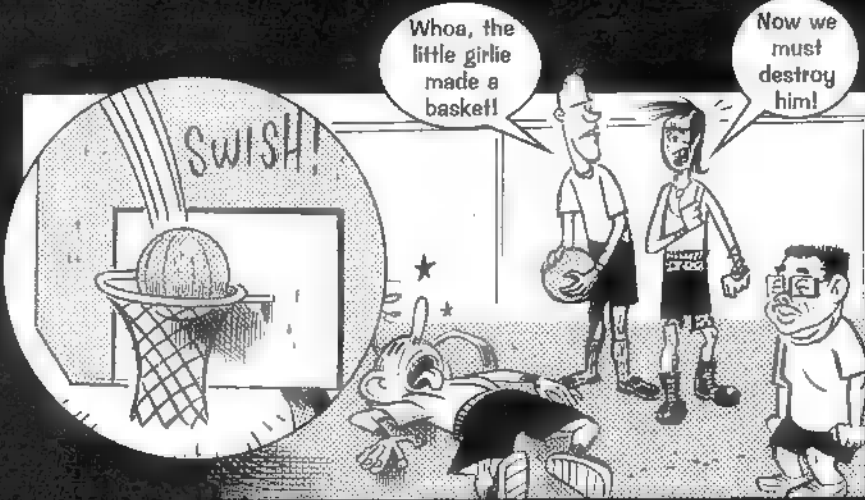
TWEET!



SPANG!



TRIP!



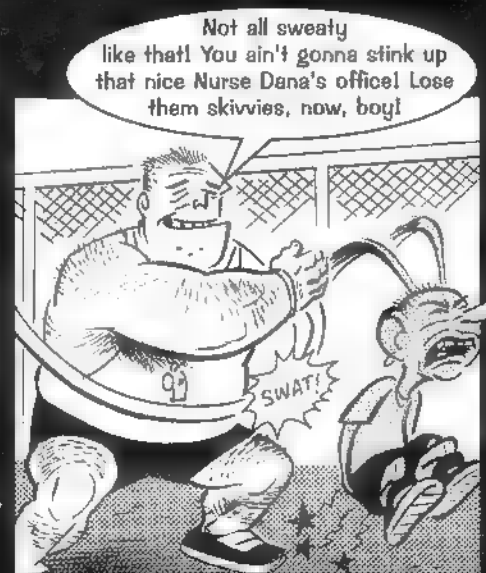
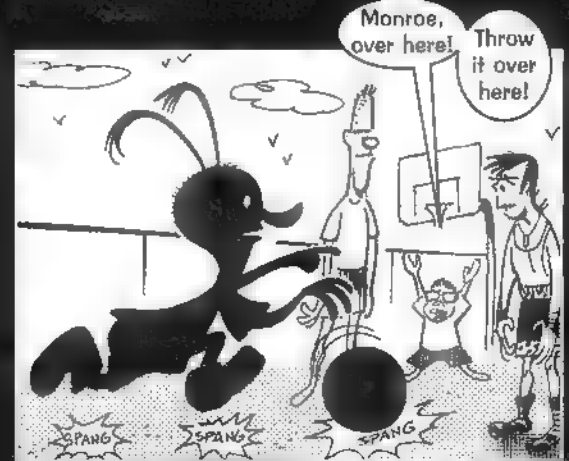
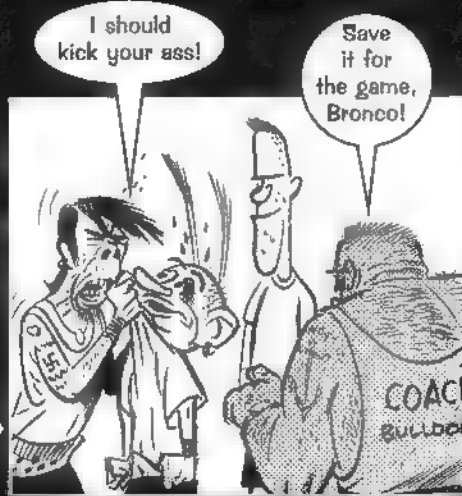
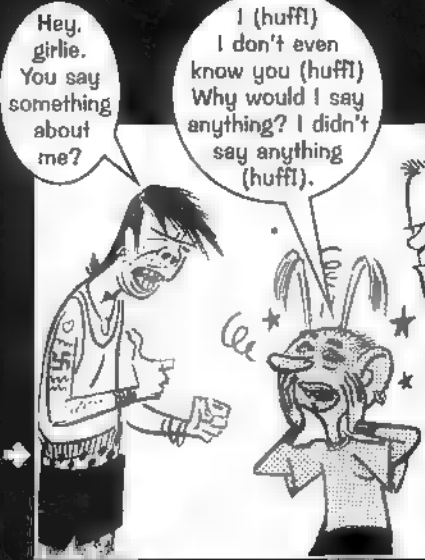
SWISH!

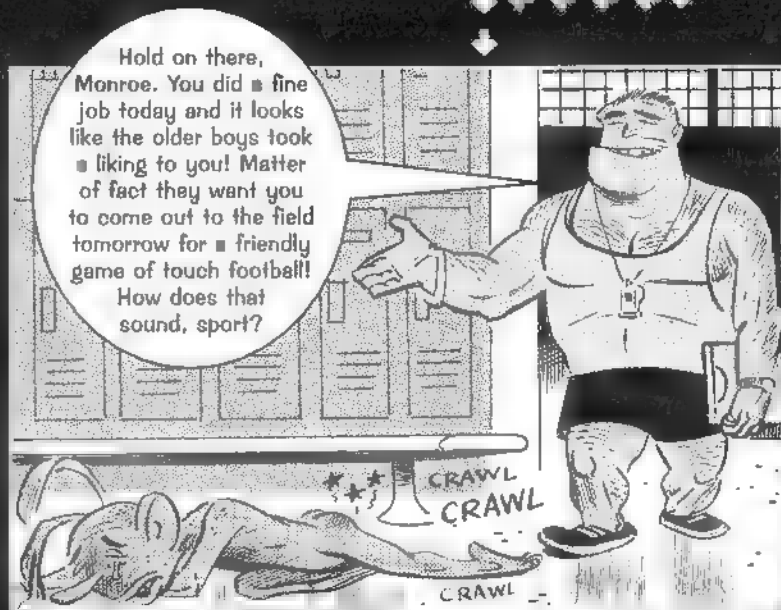
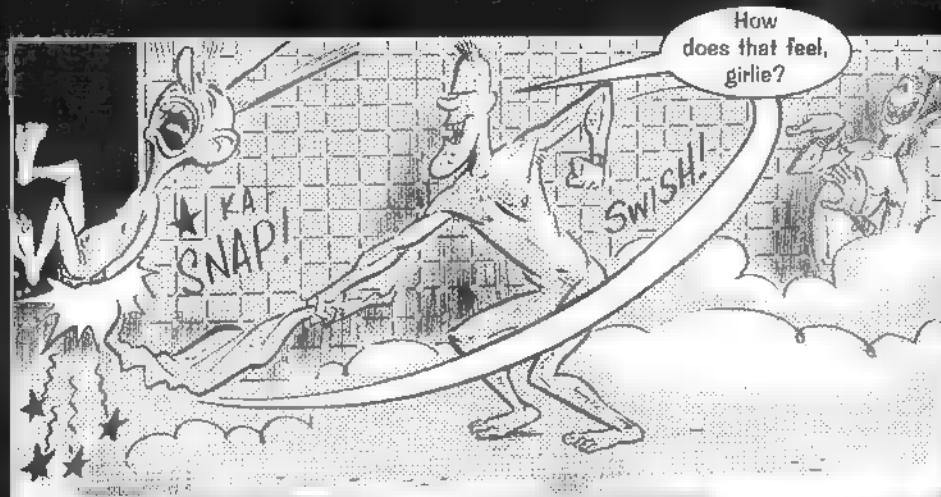
Whoa, the little girlie made a basket!

Now we must destroy him!

THE GYM CLASS

a person for a lifetime. It's here where our hero mixes up with the big boys!





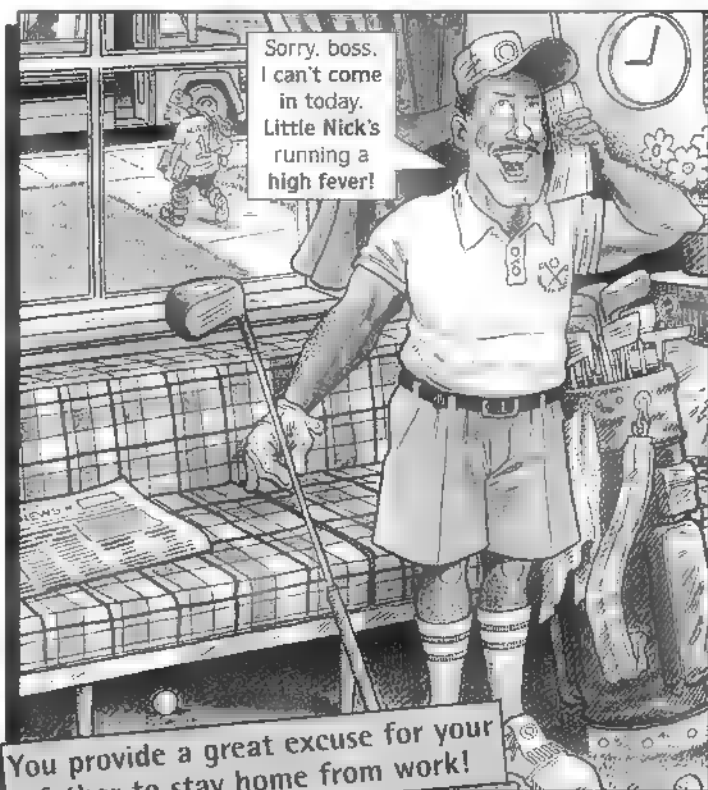


Next time you're in need of a good laugh at the dinner table, ask your parents why they decided to have children! They'll feed you more lies than Bill Clinton at ■ White House press conference! "For the joy of parenting..." "Because we knew how special you'd be..." "Because we love each other very much..." Forget it, kid! It's time for you to take an express trip to Painful Realityville and learn...

Why Your Parents

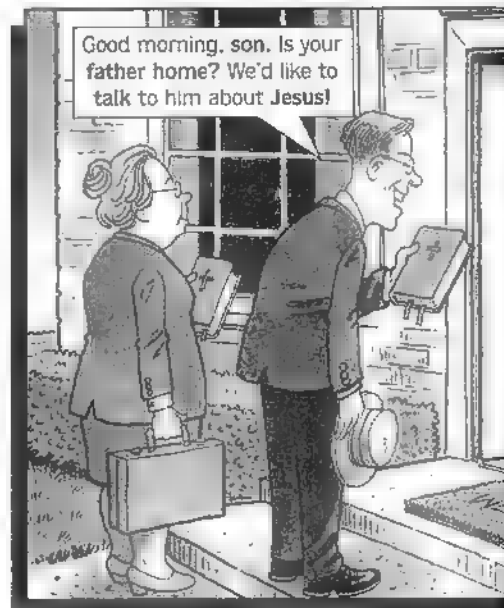


REALLY Had You

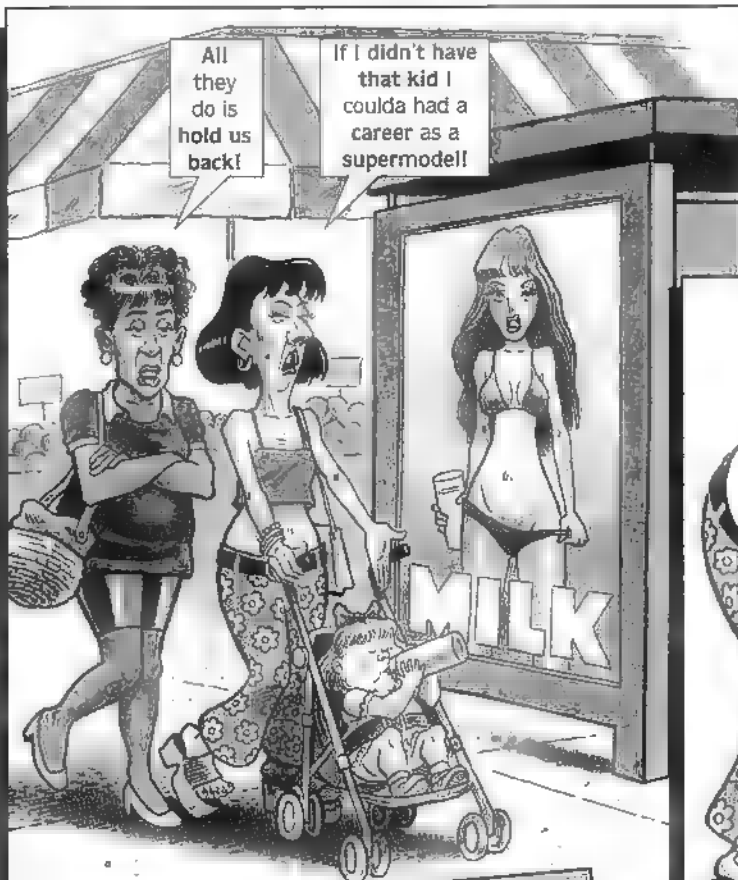




You are easily exploited to promote your parents' personal causes!



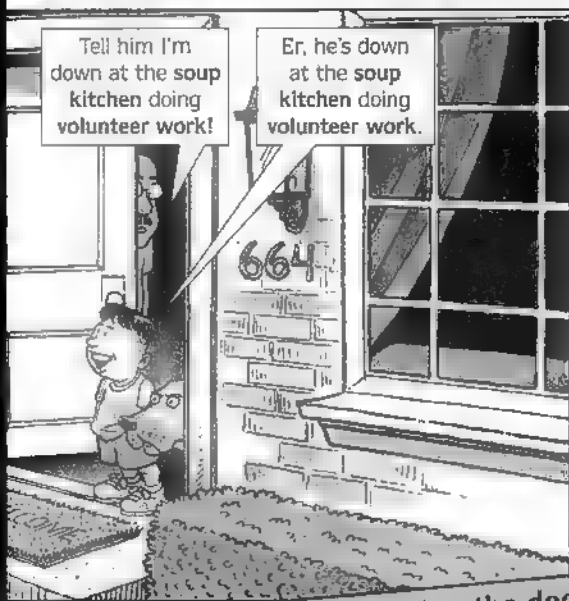
Why Your Parents REALLY Had You



You're the perfect scapegoat for your parents' wasted life and unfulfilled dreams...



...but then again, they can force all their unfulfilled dreams on you!



Tell him I'm down at the soup kitchen doing volunteer work!

Er, he's down at the soup kitchen doing volunteer work.

You're handy for answering the door when unwanted visitors come calling!



You go out (Cough!) and have a good time. I'll get to my doctor's appointment somehow! (Hack!) Just one thing before you go. Can you get me a heating pad, son?

They can guilt you into taking care of them when they get old!



Sorry to bother you on your big night, dear! But could you come home? I need to tape QVC!



You're the only one in the house who knows how to work the electronic equipment!



I hear you kids are going clubbing! Like, fresh and groovy! Mind if your ol' mother tags along?

Uh, I think we're going to study at the library instead!

Ohmigod! I don't think so!

Like, no way! That is too lame!

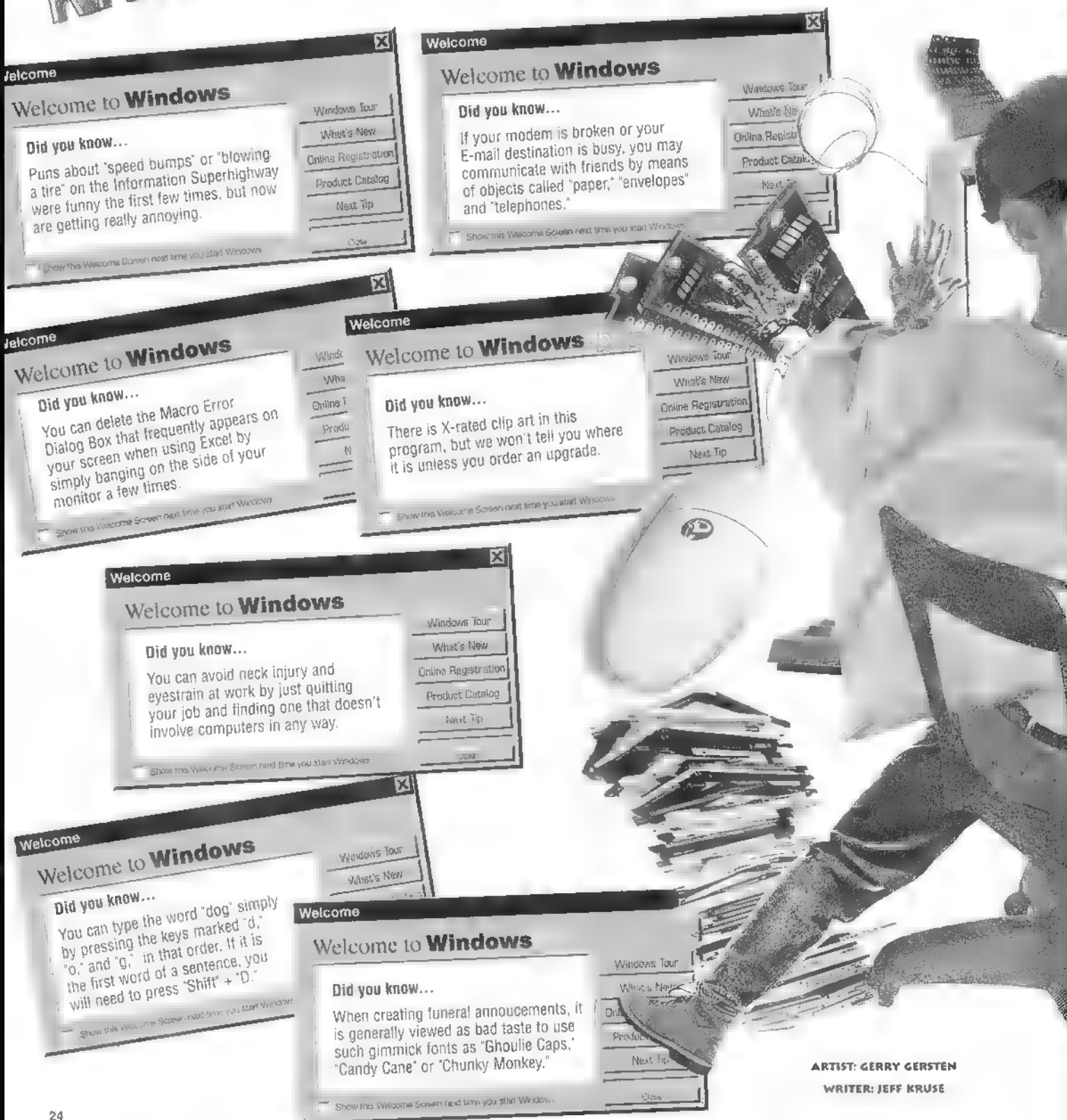
Parents think they can stay hip through you!



If you have Microsoft Windows 95, a Tip of the Day appears on your screen whenever you first boot up your computer. These tips describe features, commands and shortcuts in Windows that you

LITTLE KNOWN

WINDOWS 95

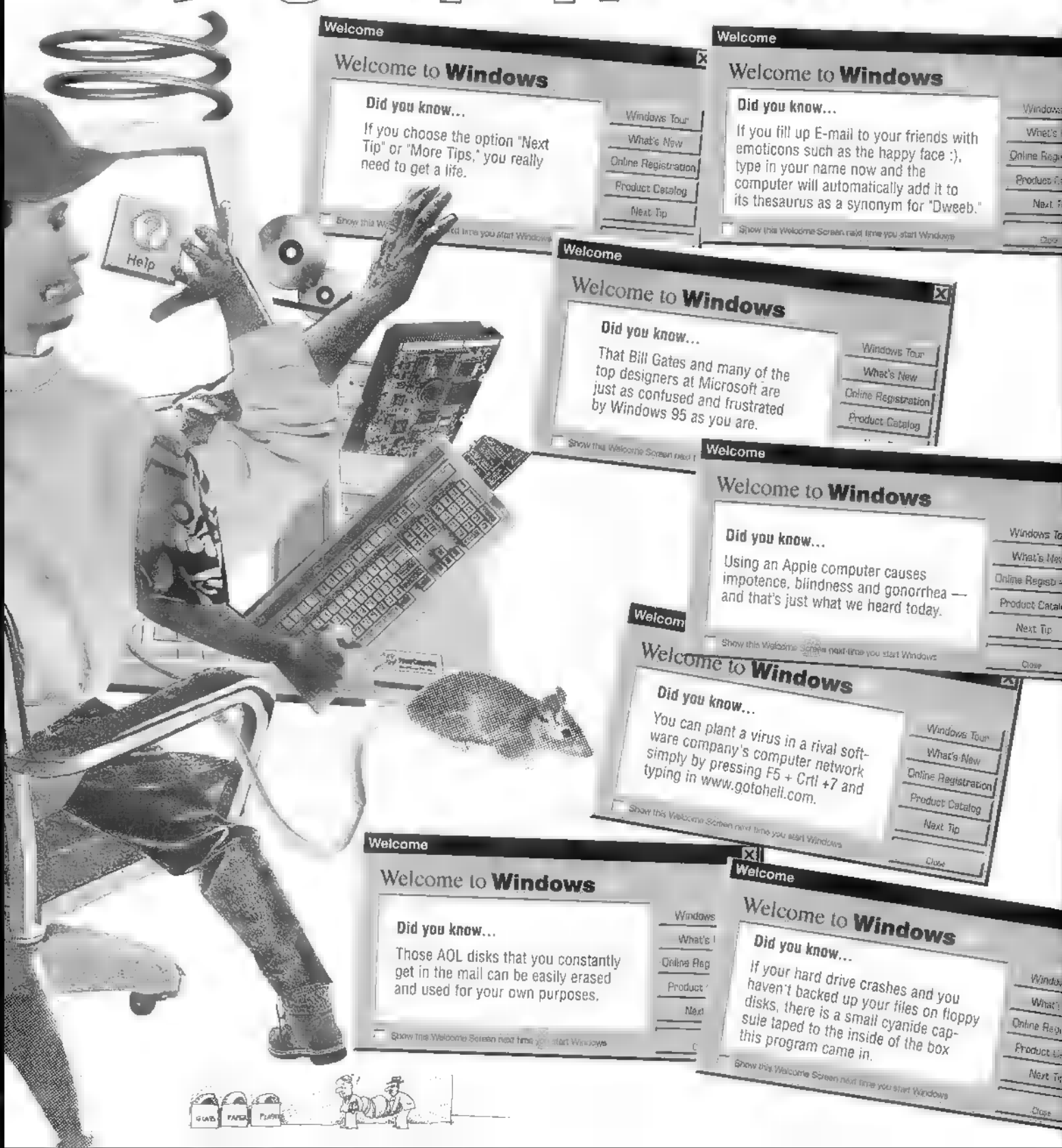


ARTIST: GERRY GERSTEN

WRITER: JEFF KRUSE

may not know. Problem is, the designers of Windows were so busy trying to get rid of all the bugs in their program (not ■ mention exercising their Microsoft stock options) that they left out a few important factoids! That's where we come ■ Here's MAD's...

"TIPS OF THE DAY"





THE DISSING LINK DEPT.

Everybody knows the Six Degrees of Kevin Bacon Game — name a celebrity (say, Dustin Hoffman) and link him to Kevin Bacon. Okay, here we go: Dustin Hoffman was in *Rain Man* with Tom Cruise, who was in *A Few Good Men* with, you guessed it, Kevin Bacon. Fun, huh? No, not really! For a real challenge, you should link the truly bizarre by playing...

6 DEGREES OF SEPARATION

can you link **THE PILL** to **THE POPE**?

The Pill



is a form of birth control, as is...

Lorena Bobbitt



who is a famous knife enthusiast, as is...

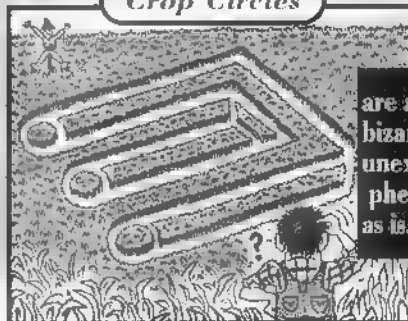
O.J. Simpson



who is full of crap, as is...

can you link **CROP CIRCLES** to **KEVIN COSTNER**?

Crop Circles



are a bizarre, unexplained phenomenon, as is...

Michael Bolton



who has no soul, nor does...

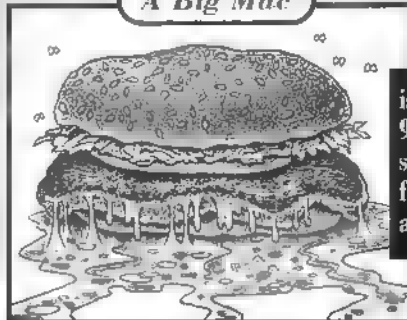
Dracula



who is a relentless blood-sucker, as is...

can you link **A BIG MAC** to **BEIRUT**?

A Big Mac



is 90% saturated fat, as is...

Rosie O'Donnell



who has a humongous head, as does...

The Statue of Liberty



which is a magnet for immigrants, as is...

can you link **COURTNEY LOVE** to **MAD COW DISEASE**?

Courtney Love



is a tacky noise-maker, as is...

Ronco's "Mr. Microphone"



which is an unfortunate byproduct of the '70s, as is...

Aerosmith



which is packed with aging baby boomers, as are...

ATION BETWEEN ANYONE AND ANYTHING

ARTIST: RICK TULKA

WRITER: MIKE SNIDER

A Toilet



which has
smooth
white
surface
as does...

Michael Jackson



who never
boinked
Lisa Marie
Presley, nor
did...

The Pope

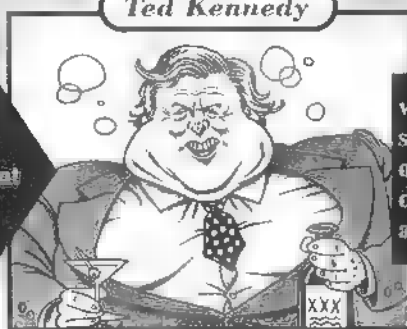


The IRS



which is
a bloated
government
entity
as is...

Ted Kennedy

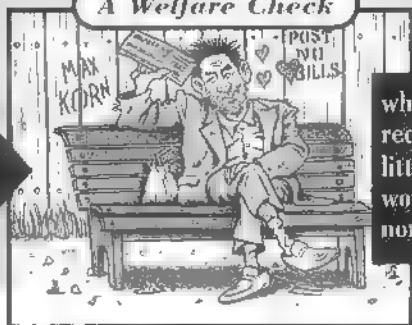


who is a
survivor
of a water
disaster
as is...

Kevin Costner

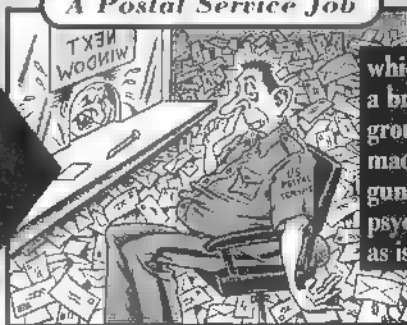


A Welfare Check



which
requires
little to no
work at all,
nor does...

A Postal Service Job

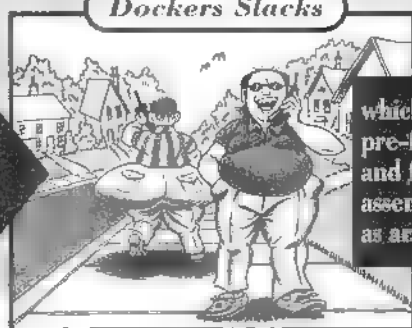


which is
a breeding
ground for
machine
gun-toting
psychos
as is...

Beirut



Dockers Slacks



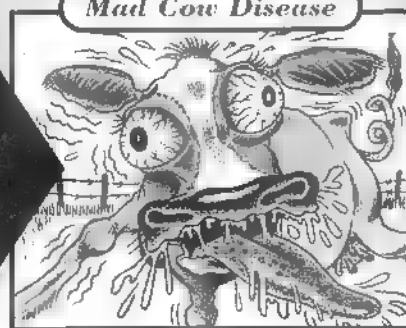
which are
pre-fabricated
and factory
assembled
as are...

The Spice Girls



who are
a deadly
British
export
as is...

Mad Cow Disease





SERGE-IN GENERAL DEPT.

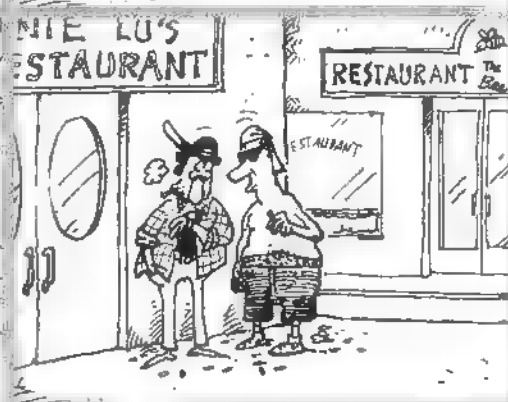
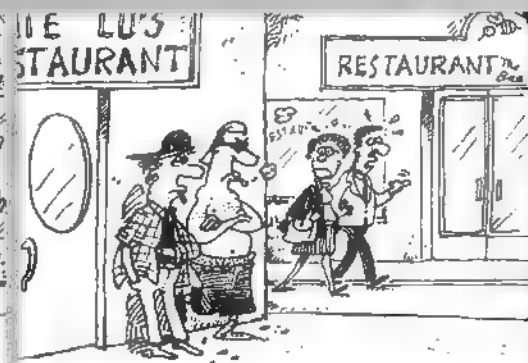
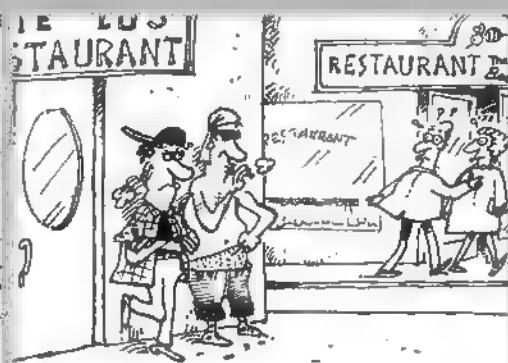
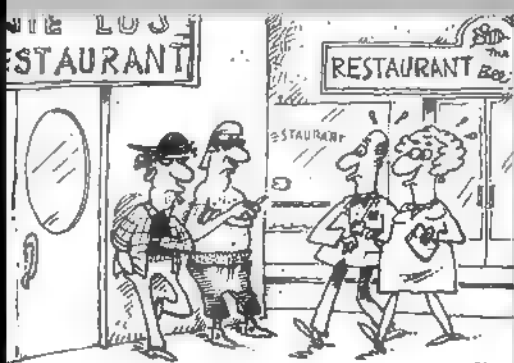
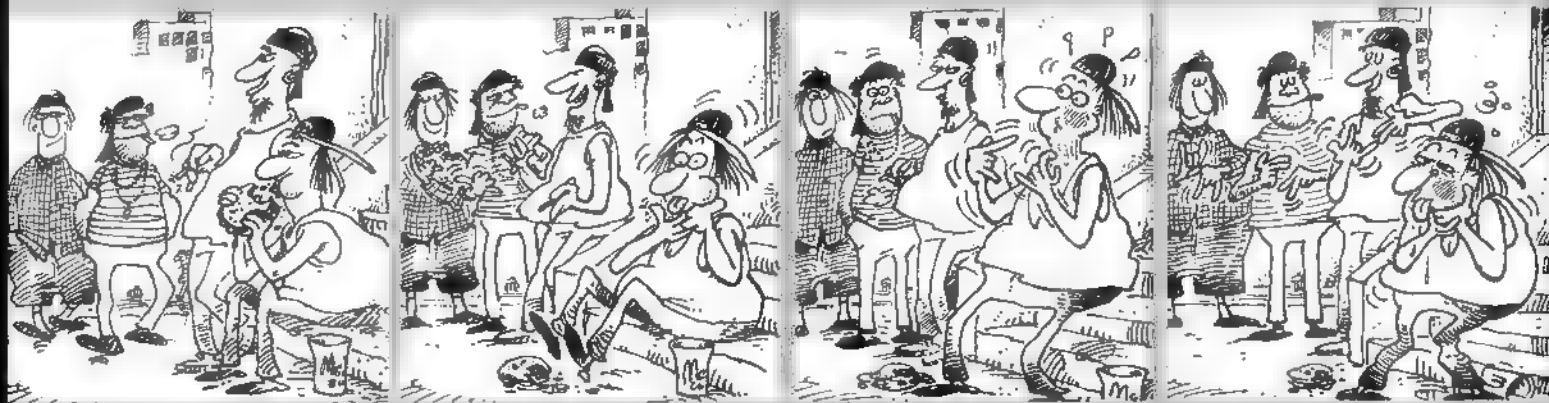
A MAD LOOK AT





ARTIST AND WRITER: SERGIO ARAGONES





ALAN MOORE



With all the high profile criminal cases in the news lately, a new kind of media celebrity has emerged — the defense attorney. But with all the hoopla, it's tough to get an exclusive with these guys, unless you're really good ■ kissing ass! So we went right to the best — Colon O'Brien and his cherubic sidekick, Andy Sphincter!

MAD INTERVIEWS THE DEFENSE ATTORNEY OF THE YEAR

ARTIST: TIMOTHY SHAMEY

WRITER: STAN HART

We're here with Irving Putana, the man who the American Bar Association says is the best criminal defense attorney in the country! Mr. Putana, what made you decide to become ■ lawyer? Do you have a passion for seeing that justice is served?

What a stupid question! If justice was ever served, most of my clients would be in prison faster than you can say "Tim McVeigh"! Man, no wonder you always have to play second banana to this string bean!

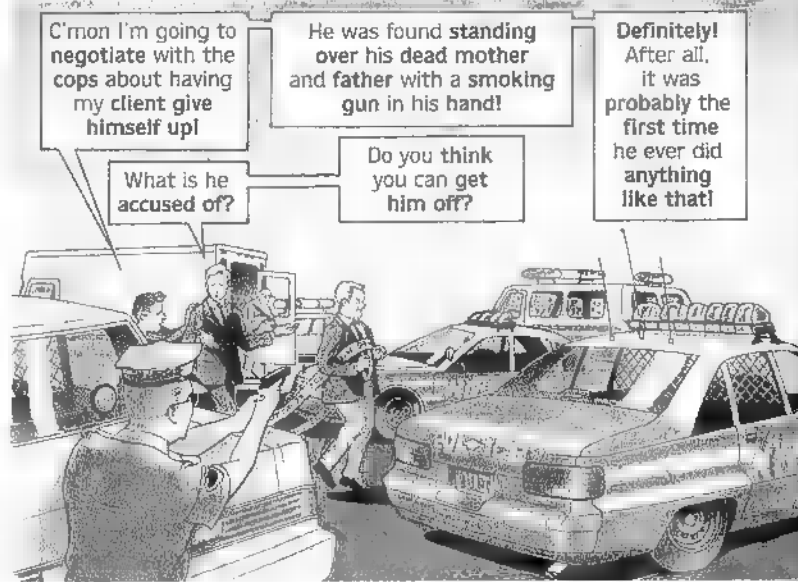
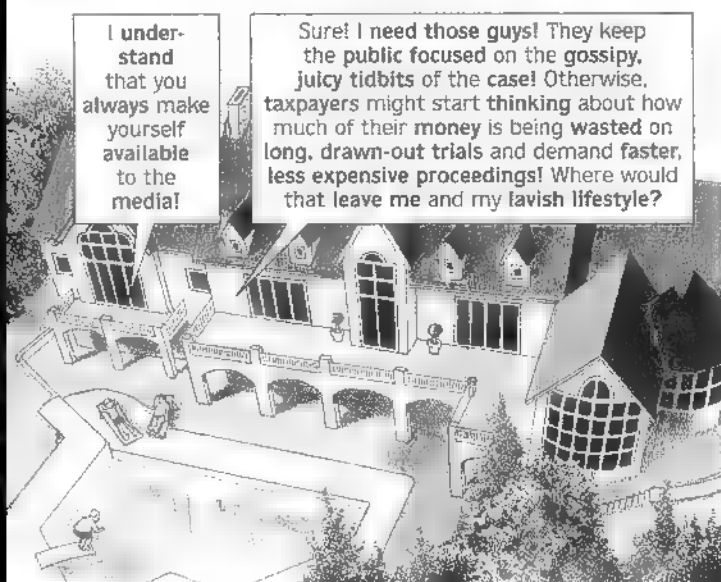
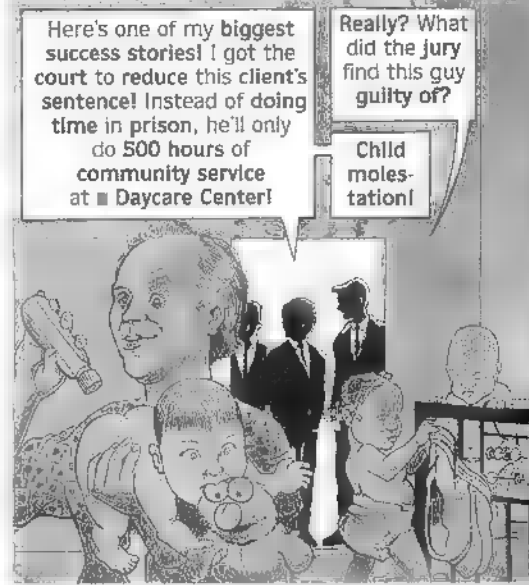
That's an enormous picture you have framed on your wall!

Yes, this man is a great hero to defense attorneys! With a guy like Judge Lance Ito on the bench, we can't lose!

What kind of cases do you handle?

Everything from tobacco companies to serial killers! Come to think of it, there ain't ■ hell of a lot of difference between the two!





Mr. Putana, what qualities do you look for when selecting members of the jury?

I seek out the people who can understand the gravity of the client's crime and who have a strong sense of right and wrong! Then I have them disqualified and try to find semi-literate morons whose bosses can give them six months off from their jobs because they won't be missed! Hey, Sphinxer, you wanna be on a jury?

Ladies and gentlemen of the jury, I ask you, is my client a killer? That all depends on what you call "killing"! Isn't society the REAL killer? Isn't society the one that denied this young man his God-given right as an American to life, liberty and cable TV? How do you think he felt seeing white people in Nike sneakers while he wore only knockoffs from Payless? Society has destroyed his soul and now the State wants you to finish the job by destroying his body! If you find him guilty, you become part of the problem! You become killers yourselves!

Notice how I made the perpetrator into the victim? That works especially well with minority juries! It's their chance to even the score for all the crappy things society has done to them!

Isn't that "Playing the Race Card"?

Hey, I'd play a baseball card if it'd help me win! Let's get out of here, I've got other cases to work on!

But aren't you interested in what happens to your client?

Sure! I told him to call me if anyone contacts him with a book or TV movie deal!

This guy was picked up for burglary when he was 15 and charged as a minor! This is a hearing to set the trial date! I'll ask for a postponement!

Will the judge grant it?

He has for the past three years! In fact, by the time my client goes to trial, he'll be too old to be classified as a juvenile to be sent to a Youth Detention Facility! There'll be no place to send him except back home!

Shakespeare and Dickens wrote about "the law's delay"!

Yeah! Ain't it a real thing of beauty?

How do you answer the accusation that defense lawyers like you put killers back on the city streets?

I feel that every person has a constitutional right to a vigorous defense! Besides, I live in a secure, gated community in the suburbs, so what the hell do I care?

One of my favorite tactics is to use the system to get my guilty client off!

But if he's guilty, how does the justice system work for him?

Not the justice system — the PRISON system! Once I describe the dangerous conditions and the prevalence of inmate rapes in our penitentiaries, most juries are unwilling to send anyone there!

This is called "Plea Bargaining"! In this process, each side gives a little to get a little! For instance, instead of my client being tried for first degree murder and perhaps getting life in prison, we bargain and the District Attorney asks for a five-year sentence, of which my guy will only have to serve two years!

What does the District Attorney get in return?

His usual Wednesdays and Fridays off to campaign for a higher office — which he wouldn't get if we had gone to trial!

Did you ever have a client who you grew to hate?

Only one — a doctor in a malpractice suit! He went behind my back and paid the plaintiff a million dollars to settle the case!

Why did he do that?

It was cheaper than paying my fee!

How do you feel about letting TV cameras into the courtroom? Don't you think it trivializes the proceedings and makes a show out of something that's very important?

No, I think TV in the courtroom serves two purposes simultaneously! One, it gives the public the information it is entitled to and two, it's a great place for defense attorneys like me or Johnnie Cochran to audition for our own talk shows! What, you think you're the only no-talent with no broadcasting experience who gets his own TV show, O'Brien? Today, it's *Cochran & Company* — tomorrow it'll be *Putana & Company*!



Was there ever a case where you felt bad that you won?

Actually, yes! He was accused of child abuse and I got him off scot-free!

And why do you regret it? Because he's a menace to society?

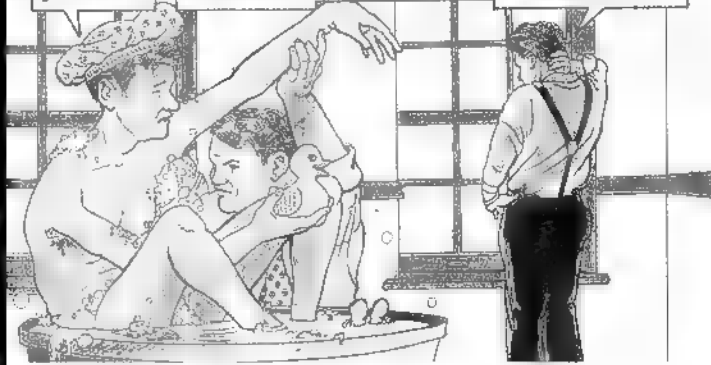
No! Because if he had been convicted, I had a deal worked out! As part of my fee I would have gotten his Knicks tickets!

This guy's the country's most powerful drug lord! You're representing him, too?

Yeah, but just between us, a lawyer half as smart as me could get him off! Big-time drug lords NEVER get convicted! Only the little guys serve time!

Isn't that a terrible message to send to our nation's youth?

Not at all! It tells them that if you do something, be good at it!



One of the most potent weapons defense attorneys have is DNA evidence!

Why? Because it never fails to prove innocence?

No, because it never fails to cause confusion! Once we call in our scientific experts to "explain" how DNA testing works, the jury is so perplexed or bored, the evidence is meaningless! Thank God the average juror has the attention span of a three-year-old!



Was there ever a case that no matter how hard you tried, how clever you were, you just couldn't win?

It hurts me to admit this, but last year I lost my first case! I just had no idea how to defend him! In all my years as a defense attorney, I never came across anyone like that before!

What was the problem?

He was innocent, so I didn't have a strategy to get him off! He got 12 years!

As parting words of wisdom, share with us your vision of the future!

I'm not optimistic! Just look at the latest crime statistics!

But they show that the crime rate is dropping!

I know — that's the problem! In a couple of years, I'm going to be out of business! Case closed!



ON CHILDREN AND LABOR:

SO WHAT

IF IT'S

110

DEGREES,

YOU'D BETTER

**KEEP
SEWING.**

Sure, it's unbearably hot and you've almost collapsed from heat exhaustion. But you've got 850 pairs of Air Jordans® to sew together before noon. Fortunately, Nike's Dry-F.I.T.® apparel wicks away sweat to keep you dry and comfortable in our sweltering, dangerously overcrowded factories. Too bad at a salary of 32¢ a week you'll never be able to purchase a Nike® product in your life.

A MAD AD PARODY
APPAREL





TAKING THE WIND OUT OF THEIR SALES DEPT.

They came along in the fifties and sixties and changed the face of consumerism. Shopping malls brought the retail world to a central location in the suburbs and left the inner city a bleak landscape. Today, thanks to overexpansion, catalog shopping, QVC and the Internet, many of the once-bustling malls are becoming vast expanses of empty stores! Is your favorite mall hitting the skids? You'll have a better idea after perusing...

The arcade area is down to a Pong game and some fat guy who'll play checkers with you for a buck.



THE DEAD-ON SYMPTOMS OF A DYING SHOPPING MALL



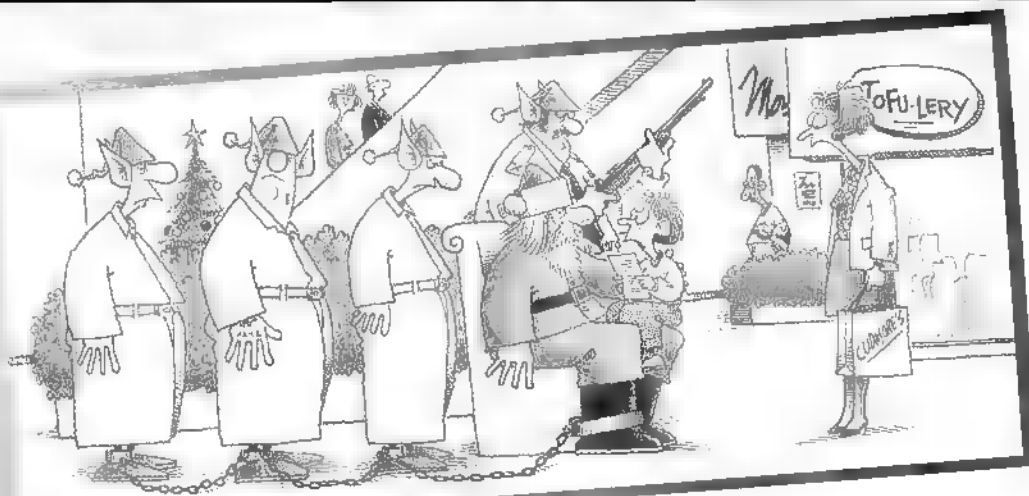
The mall has switched to an all-volunteer security force.



Instead of having to memorize the lot and section where you parked your car, you need only recall, "Oh, yeah! Mine's the green one!"



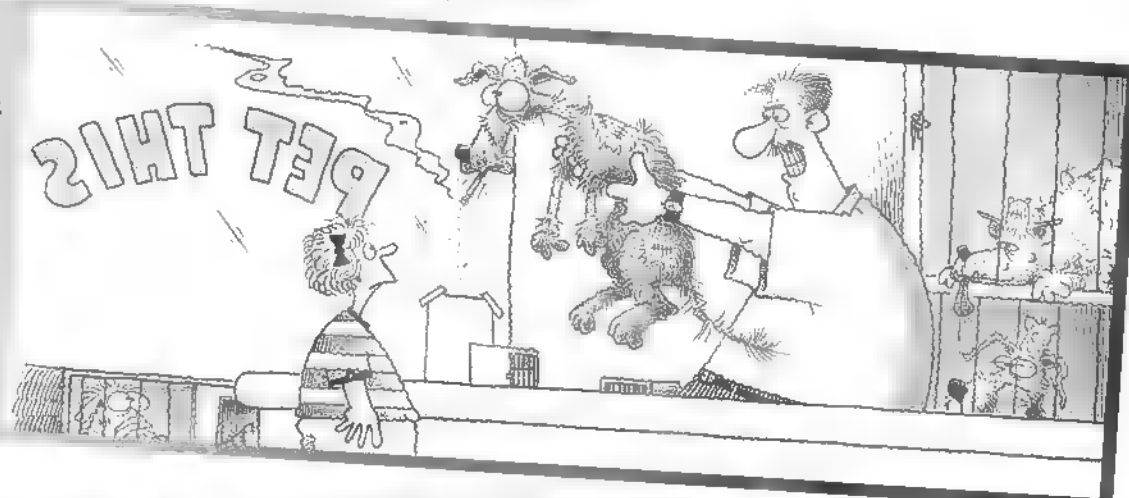
Upon closer observation, you realize that the mall Santa and his helpers are actually members of a prison chain gang.



The annual mall-wide auto show consists entirely of some guy trying to peddle an '85 Ford Tempo.

ARTIST & WRITER: JOHN CALDWELL

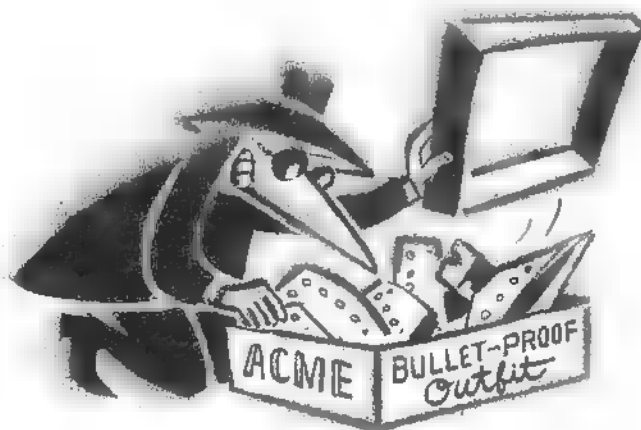
The pet shop sells nothing but scarred and shaven lab animals.



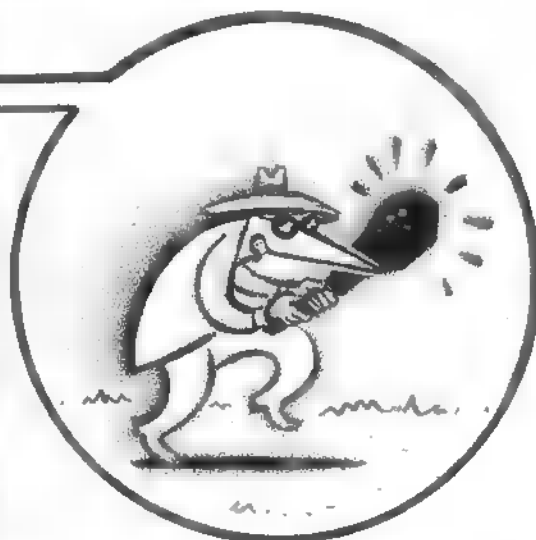
Suddenly, and without fanfare, the mall's anchor store has become a Salvation Army Thrift Shop.



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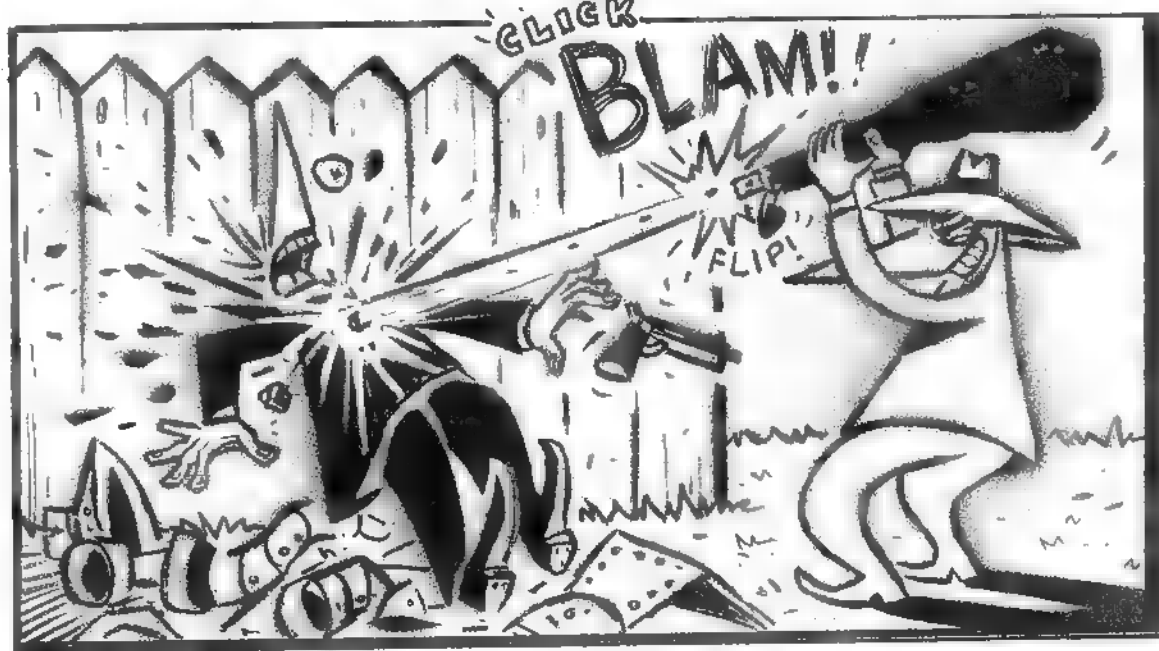


V



S

SPY



KUPER

SETI AS SHE GOES DEPT.

When we recently saw the trailer for a certain Jodie Foster/Matthew McConaughey film we were psyched: it looked to be the best outer space flick in a long time! But alas there were no gory aliens, no cool light saber battles, no thrilling jumps to hyperspace, no high-speed intergalactic chases and no teeth-rattling laser blasts! It was just a bunch of preachy, pseudo-intellectual, faux-religious Carl Sagan redux tripe! They could have made a bad-assed action flick, but instead they took the...

I'm Dr. Ellie Outaways, astronomer! I've always been fascinated by the outer galaxies! When I was a kid, I spent endless hours calling into outer space, trying to make contact! But the only contact I ever made was with my angry neighbors, who told me to stop using a megaphone and start using a radio transmitter! I had a very supportive father! He bought me my first telescope! I used it to scan the stars in the heavens! He used it to scan the motels on the hill! He said we were both looking for heavenly bodies!

I'm Palmer Loss, advisor to the President on religion! I tell him how far he can stretch the truth without it being a real bad sin! I'm a busy man! I believe God made man, and my mission is to make women — like Ellie! And I believe I can do it! Real belief can make miracles!

I'm David Humdrum, the President's science advisor! I keep the President up-to-date on the latest scientific matters! Right now I'm supposed to prepare a report on future space ventures between the United States and Russia, but you can bet nothing's going to happen in that area until the Cold War finally ends and the Berlin Wall comes down — but that could take forever!

Greetings! I'm Rachel Constant-Pain! It's my job to protect the President by keeping the press at a distance! I've always been able to do that with a smile and a few kind words! Of course, this administration is so corrupt I have to keep the press at a distance with an Uzi and a few hand grenades!



RNTACT

I'm Michael Kidz, National Security Advisor! I may act like an old fart, but in truth, I'm a MIDDLE-AGED fart! You may notice my acting style has gotten a little over the top lately! A little cartoonish even! It fit perfectly in my last role as Hades' voice in Disney's *Hercules*! In this movie I'm not sure what the hell acting style I'm using!

I'm Dr. Bent Bark! I may not be able to see, but I can use my highly sensitive ears to listen for subtle sounds from outer space! Quite frankly, as far as this movie is concerned, not being able to see is an asset! I only have to LISTEN to this endless pretentious dialogue!

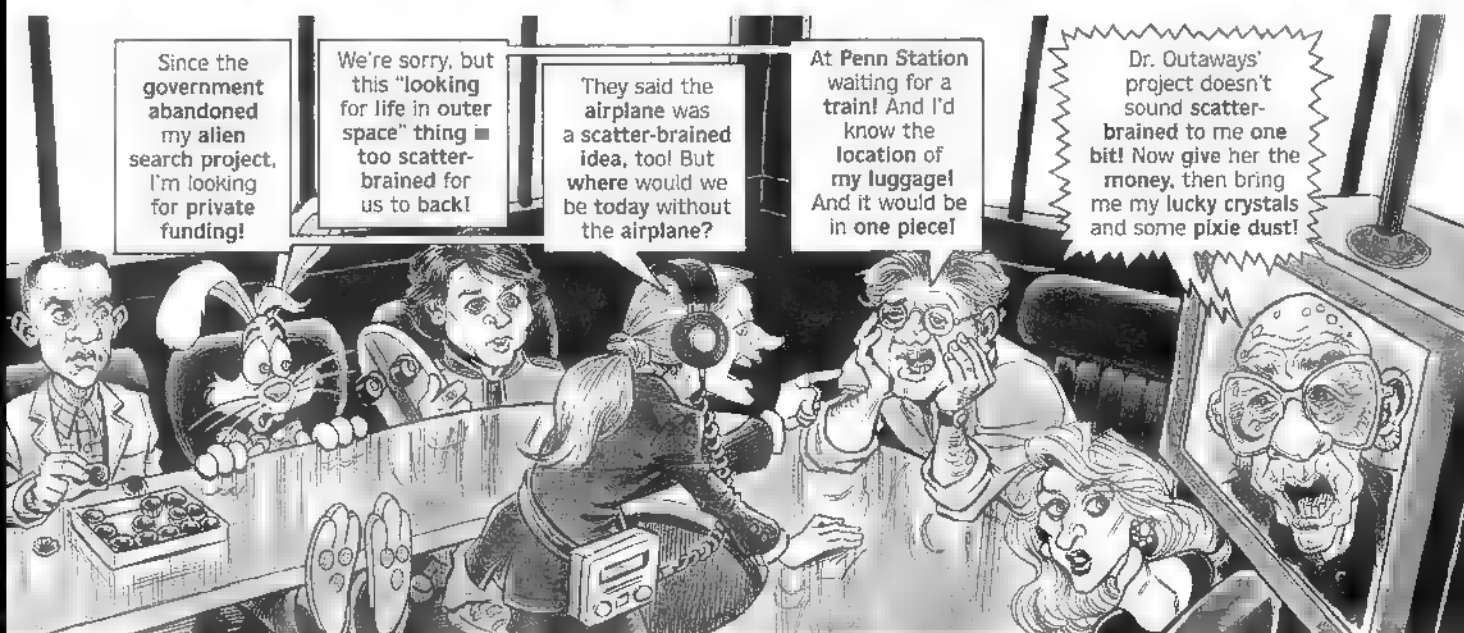
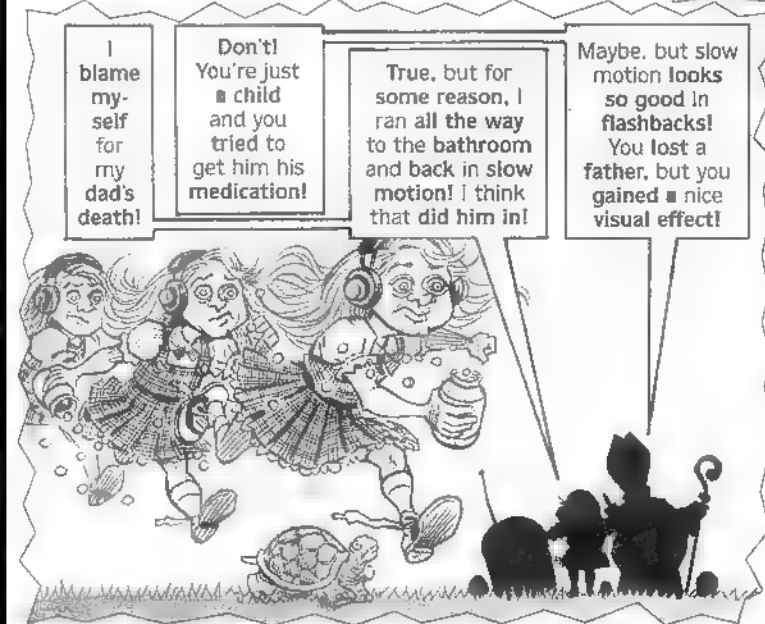


I'm R.S. HasBeen, multimillionaire! Believe it or not, I actually live on an airplane! I guess you could call me the ultimate frequent flyer mileage junkie! I earn mileage █ hours a day, 365 days a year! The downside? When you have an entire 747 to yourself, being upgraded to first class doesn't mean much!

I'm President Clinton! With today's special effects, producers can put me in movies that I didn't really act in! And they can put words in my mouth too! Although that's no big deal — just about anyone with enough money to donate to my campaign has been able to do that since I first ran for office!



WRITER: DICINDEPARTON
ARTIST: SAM VIVIANO





I'm finally hearing signals from outer space! Turn those knobs! Fiddle with those switches! Tune in that big thing!

What happened to your scientific jargon?

We've gone so many years without hearing anything from outer space. I've forgotten most of the technical terms!

Leave her alone! I don't care what she sounds like, as long as she doesn't start talking like Nell again!

As the President's Security Advisor, I must know what's going on here!

I think we're picking up Vega!

Really? I don't hear Wayne Newton...

Not Vegas — Vega! There's a big difference! Vega may have intelligent life — and no Elvis impersonators!



BAH-BOOMP-BAH-BOOMP-BAH-BOOMP

They're sending us numbers...

Give me a secured phone line!

Wait! Don't call the President yet!

Screw the President — they might be sending us winning lottery numbers! Did they mention a state? I need a state! Ask them!

1,2
BUCKLE MY
SHOE...
3,4...

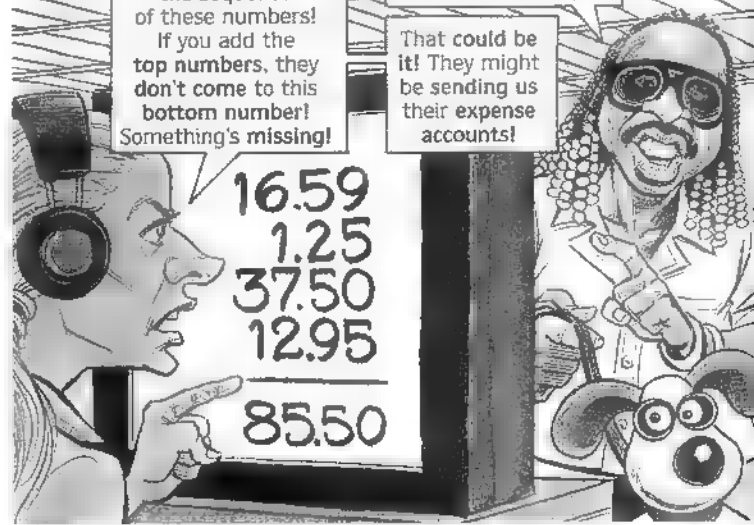


I can't figure out the sequence of these numbers! If you add the top numbers, they don't come to this bottom number! Something's missing!

I know! Try adding in the tax and tip!

That could be it! They might be sending us their expense accounts!

16.59
1.25
37.50
12.95
85.50

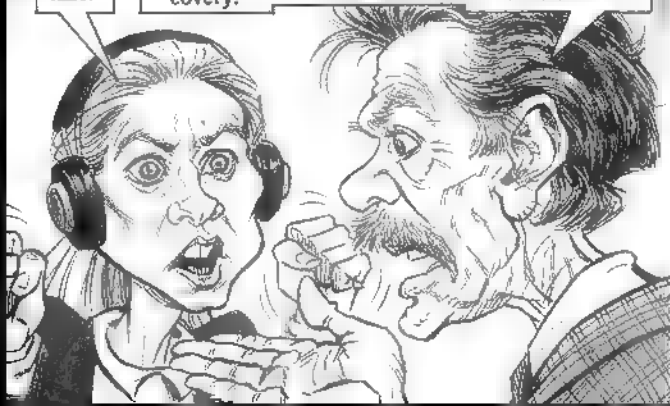


We made contact with aliens at last!

Great! I can't wait to tell the President about my discovery!

It was MY discovery! You always take credit for everything I've done!

Not true! When your department went \$8 million over budget, I gave you full credit when I spoke to the President!



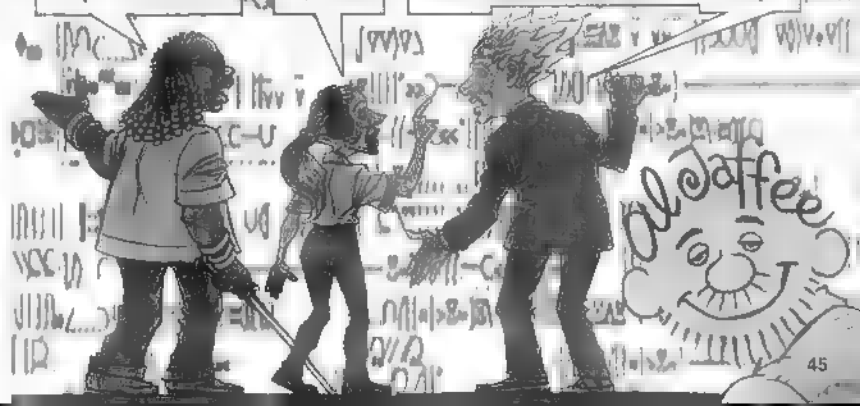
We finally decoded the messages! We thought we'd have to use a supercomputer until we realized we had the pages upside down!

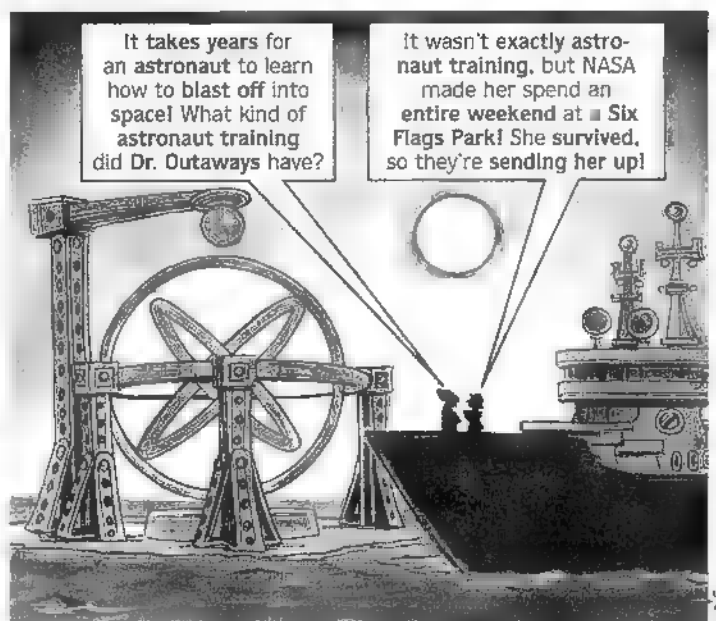
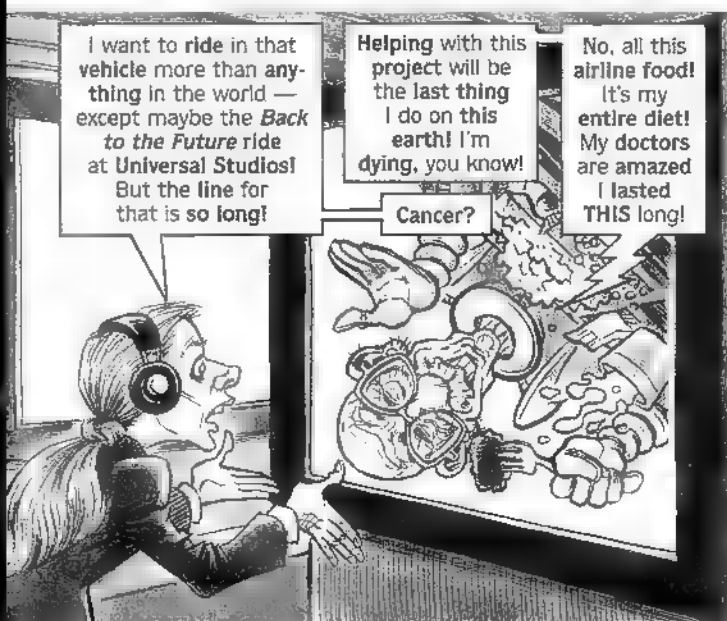
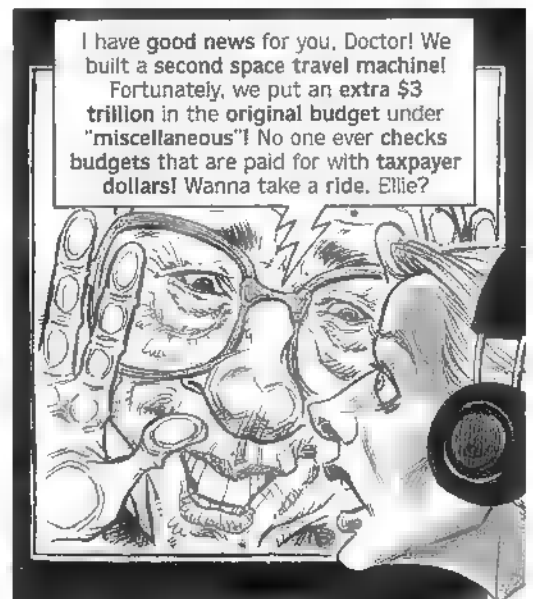
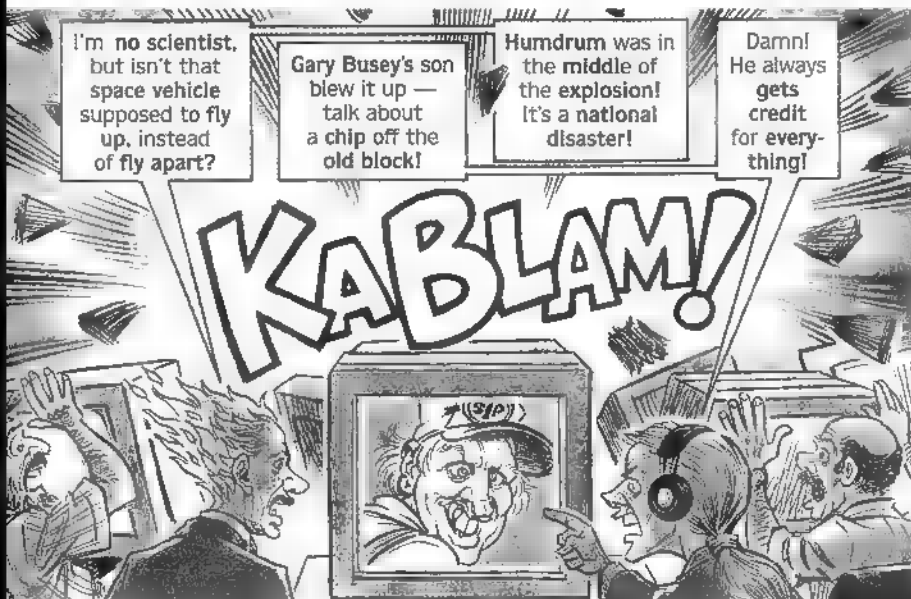
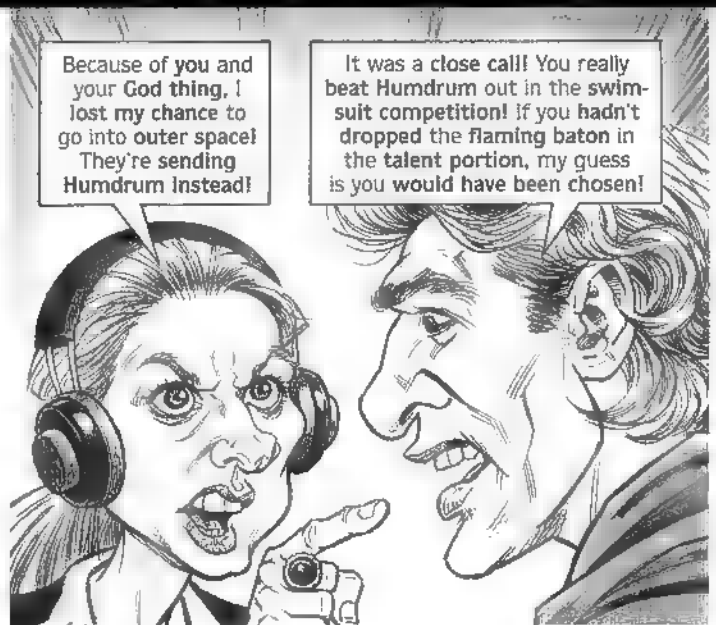
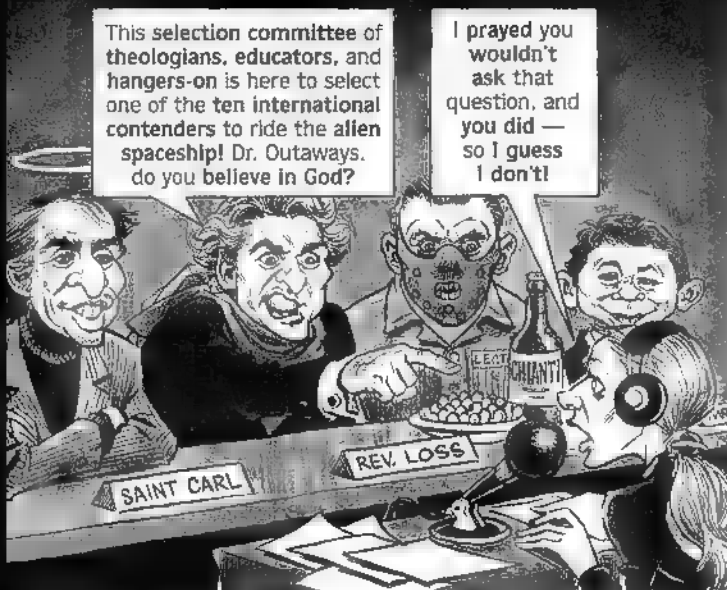
These pages contain instructions for a machine!

And how do you figure that?

These little notations! Tab A, to flap B, to tab C — and this folds into...

A Fold-In! Let's get Al Jaffee in here to help!





Remember, Doctor, you have the capsule for 10 days, or we'll have to pay an extra daily rental rate of \$80,000 plus \$21,000 a mile! And be sure to return it to THIS launching pad, or they'll hit us with a \$300,000 drop-off charge! One other thing — pilot carefully because we didn't take the collision waiver!

BACK TO THE FUTURE

CLANK
CLANK!

There's fierce v-v-vibrations! I'm going through a w-w-wormhole! V-v-vibrations getting worse! I'm going t-t-through an anxiety attack! Even w-w-worse v-v-vibrations n-n-now! I'm g-g-going t-t-through the w-w-wind-s-s-shield!

Wow! I'm in a tranquil, peaceful, restful place! The water is crystal clear and the sands are pure white! I haven't seen such an idyllic place since I painted it as a kid!

Hello, Doctor!

Are you my father?

I look like your father, but I'm actually a real estate agent! Would you like to buy some property here?

Is — is this place heaven?

For \$8,000 down and \$1,750 a month, it can be! This is Virtual Reality Acres! Everything's an illusion but your mortgage payments!

What's happening? Everything was so clear and now it's getting cloudy!

Quick, sign this contract before it's too late, and I lose my commission! A lot of people come to look, but very few actually buy!

INTERGALACTIC CONTRACT
I, in this contract, the party of the part will be the party of the

That was some experience! I was actually in outer space!

Outer space, nothing! You didn't go anywhere, Doctor! We had a VCR running inside the capsule, and all it shows is 48 Hours with Dan Rather!

What?!? No Friends? No Seinfeld? No Must See TV? Damn! I have a doctorate in science, but I STILL can't figure out how to program the @!*& VCR!

This is weird! We lost track of Outaways in the pod for only 30 seconds, but the VCR recorded 18 hours of TV! She did go into some sort of time warp! Somehow she turned 30 seconds into 18 hours! This is the most astounding time shift ever known to man!

Actually, it's the second most astounding! The first most astounding belongs to the producers of this film! They made two and a half hours seem like an eternity!

WHITE HOUSE
TOP SECRET



MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how five of today's biggest stars are going to cash in their chips!

THIS MONTH'S UPCOMING COFFIN DWELLERS:



The Spice Girls

CAUSE OF DEATH

ODDS

"Terminal Giggling" 2:1

Strokes from mental strain of keeping all the
"how the group was formed" stories straight 5:1

Platform shoe-induced altitude sickness 7:1

Caught and groped to death by
mob of 11-year-old boys 10:1

Salmonella contracted at banquet
celebrating the group's tenth
anniversary in show business 20,786,349:1



**WHAT
SCIENTIFIC
MEDDLING HAS
MANY FOLKS
TREMBLING?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

People have always been frightened by scientific advances. Some fear that a deadly manmade virus could be created and released. Others worry about a nuclear chain reaction that could destroy the planet. There is one scientific discovery, however, that has EVERYONE quaking with fear. To find out what this diabolical experiment is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!



FOLD THIS SECTION OVER LEFT



FOLD BACK SO "A" MEETS "B"

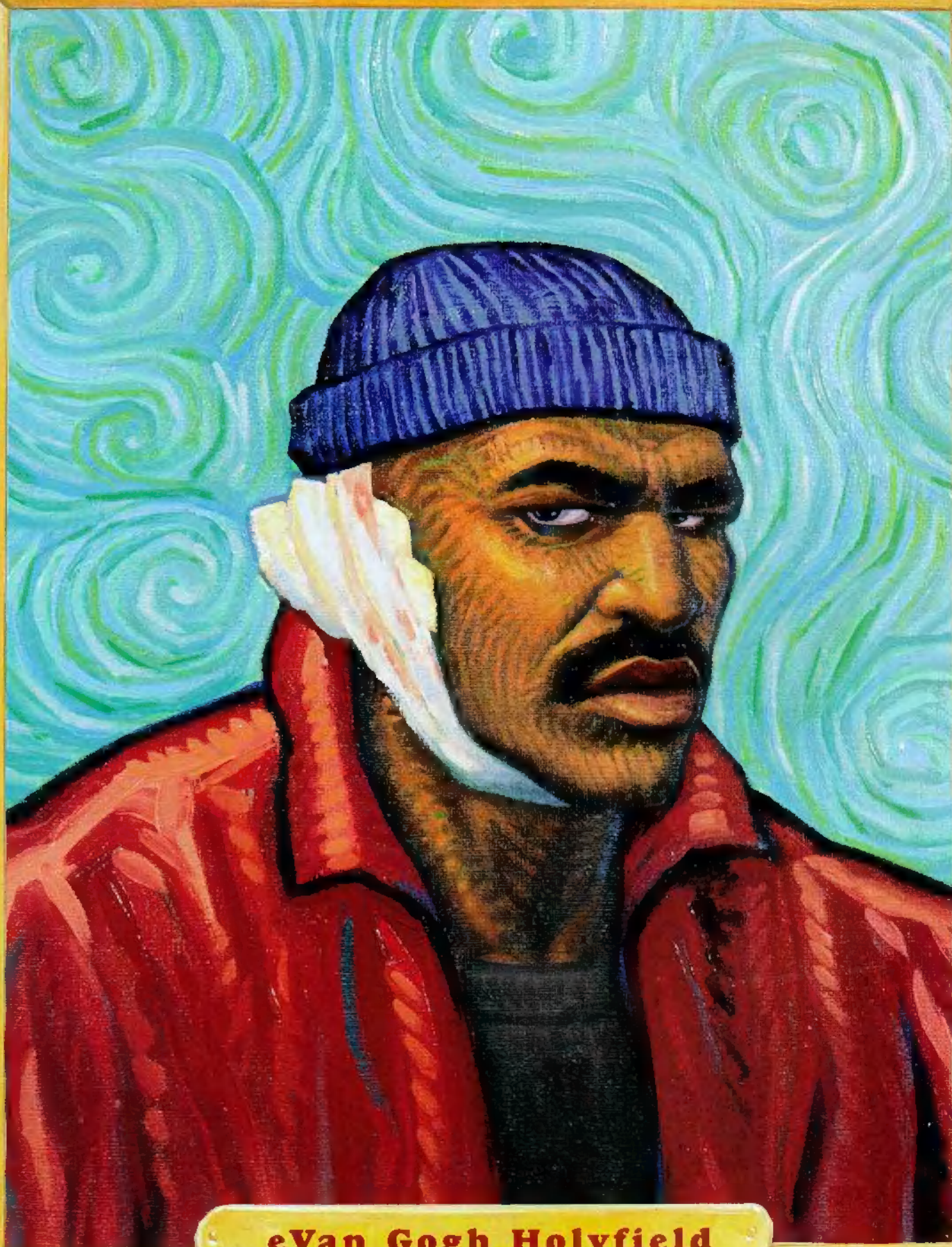


**CLEARLY, MANY SCIENTISTS ARE NOW BUSILY HON-
ING THEIR SKILLS TO PRODUCE THE GROTESQUE HALF-
BAKED HORRORS THAT LEAVE MANY OF US SCARED**



ARTIST AND WRITER: AL JAFFEE





eVan Gogh Holyfield
Self-Portrait